

AMERICAN LEGION NATIONAL
HEADQUARTERS LIBRARY

NATIONAL HEADQUARTERS

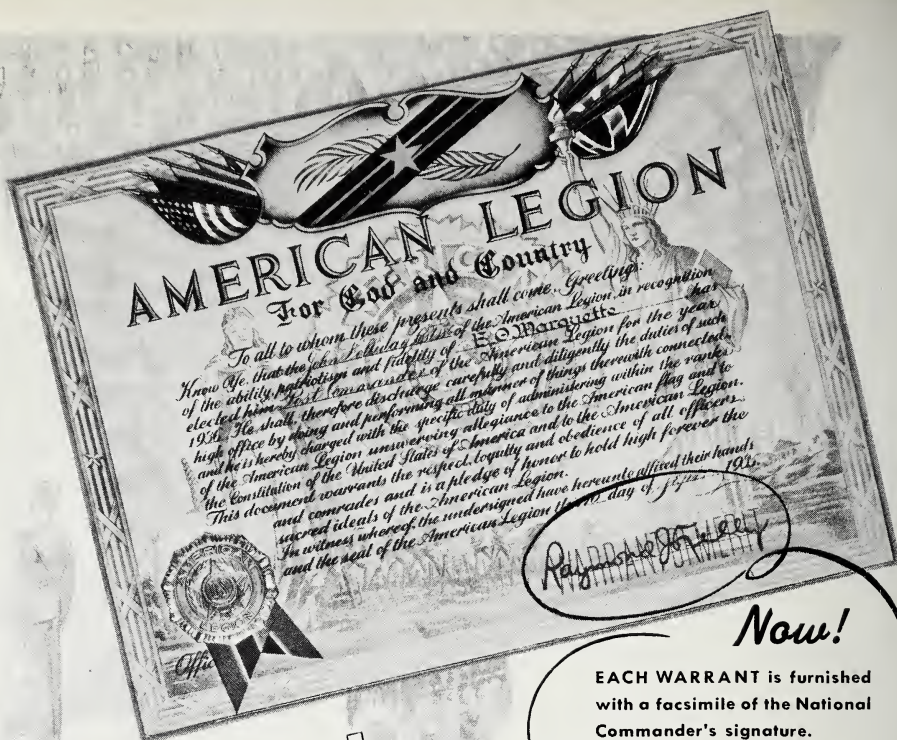


AMERICAN LEGION

1940 EMBLEM CATALOG

WITH SONS OF THE AMERICAN LEGION SUPPLEMENT

EMBLEM DIVISION ★ THE AMERICAN LEGION ★ INDIANAPOLIS



OFFICIAL OFFICERS' WARRANT OF MERIT

Every Past and Present Officer Should Have One...

★ Equally appropriate for both Past and Present Legion officers, these impressive warrants are an enduring evidence of official election to Legion office. . . . If you are one of the thousands of Past Post, County or District, Department, or National Officers, or if you are presently serving as an officer, and have not yet received or purchased your Warrant, you are really overlooking something of genuine importance. . . . These official Officers' Warrants of Merit will increase in importance and value as years slip by.

SPECIFICATIONS—Size 16" x 12". . . . The data to be filled in includes the individual's name, the office held, the date, etc. . . . This can be done by a local penman or artist, at a nominal charge. . . . Made in four types, one-star, two-star, three-star, and four-star, for Post, County and District, Department, and National Officers, respectively.

Officially Approved by National Executive Committee

Approved by the National Executive Committee, these dignified impressive Officers' Warrants are correct, regardless of whether you are serving as an officer at the present time, or whether your service dates back several years. . . . In each instance, the date of election and service is prominently provided for. Hence the retroactive awarding of Officers' Warrants of Merit by Posts, to their Past Officers, is an approved procedure, which is recommended. . . . Be sure to specify whether a one-star (Post), two-star (County or District), three-star (Department), or four-star (National) Warrant is desired.

Now!

EACH WARRANT is furnished with a facsimile of the National Commander's signature.

Only \$1. COMPLETE POSTPAID



THE AMERICAN LEGION

EMBLEM DIVISION ★ NATIONAL HEADQUARTERS

777 NORTH MERIDIAN STREET
INDIANAPOLIS, INDIANA



IMPORTANT PRICE REDUCTIONS FOR 1940!

This latest 1940 catalogue of official American Legion supplies features numerous important price reductions. Certain essential items, such as caps, shirts, etc., which heretofore have been sold at a very modest profit, are featured in this latest catalogue at actual cost, plus a gross mark-up of 10%, which actually is less than cost of handling. As in the past, the other essential or necessary articles, which have been closely priced, are still offered on this same economical basis.

In this connection, it seems only proper to point out that the very fair net earnings of the Emblem Division are paid entirely into the General Fund, and are expended by the National Organization to accomplish the greatest good for the entire organization. Therefore, in purchasing from the Emblem Division, you contribute directly to the progress of The American Legion, and yet at the same time, benefit directly from our quantity purchasing power, which makes possible the exceptionally fair prices which prevail throughout this entire catalogue.

The Emblem Division is required to operate on a strictly cash basis, by a National Convention Mandate. *No charge orders can be accepted*, and all orders, therefore, should be accompanied by remittance in full payment. If you prefer, however, shipment can be made C.O.D. unless indicated to the contrary. All checks and money orders should be made payable to the Emblem Division, The American Legion.

Each individual offering is guaranteed to be exactly as represented and free from defective materials or workmanship, or your money will be refunded in full upon the prompt return of the merchandise. Your complete satisfaction is, therefore, assured.

We are at your service, and it will be a genuine pleasure to accord your order special attention.

Fraternally yours,

E. O. MARQUETTE, *Director, Emblem Sales.*

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Sons of the American Legion

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Colors and Flags



POST COLORS

● Post colors are now available in four qualities—two silk and two wool, at a wide range of prices within the reach of every American Legion Post. Both grades of silk flags are made to the same rigid specifications and are identical in every respect with the exception of the weight of the silk. Grade 1 flags are made of heavy U. S. Government quality banner silk. Grade 2 flags are made of the same quality silk, identical in appearance but slightly lighter in weight. The equipment, workmanship and appearance of both grades are identical.

Both grades of wool flags are likewise made to the same rigid specifications and are identical in every respect with the exception that the Grade B flag is single thickness instead of double thickness material. Both are made of U. S. Government quality wool bunting.

SPECIFICATIONS

SIZE—All post banners and U. S. flags are 4 1/3 x 5 1/2 feet in size.

DESCRIPTION—Silk U. S. flags are made with embroidered stars and sewed stripes. Wool U. S. flags are made with gold saaten appliqued lettering. Grade A wool Post banners are of double thickness material with a painted (oil-color) insignia with gold saaten appliqued lettering. Grade B wool Post banners are identical except that they are single thickness material. The emblem and lettering appear on both sides with the inscription reading reversely on the back. The double emblem, however, is reproduced (oil-color) on both sides.

MOUNTING—All flags and banners are trimmed on three sides with 2" yellow silk bullion fringe and ornamented with a pair of 6" yellow silk tassels with 9' of yellow silk cord. Each flag is mounted on a 9' polished antique oak pole fitted with a double brass screw joint and surmounted with a 6" solid brass eagle. The equipment furnished with all silk and wool flags is identical in quality and consists of a heavy russet leather carrying belt, oil cloth rain cover, interlined with heavy canvas.

NOTE — Lettering instructions should be printed or typed to avoid errors in spelling.

PRICES *F. O. B. New York City*

| | <i>U. S. Flag</i> | <i>Post Banner</i> | <i>Complete Set</i> |
|---------------------|-------------------|--------------------|---------------------|
| Silk (Grade 1)..... | \$36.00 | \$90.00 | \$123.00 |
| Silk (Grade 2)..... | 30.00 | 80.00 | 107.00 |
| Wool (Grade A)..... | 18.75 | 42.75 | 60.00 |
| Wool (Grade B)..... | 18.75 | 34.50 | 52.00 |

NOTE: *Two weeks required for delivery. Remittance must accompany order. No C.O.D. shipments.*



FLAG CASES

Every American Legion Post should have one of these sturdy, indestructible fibre flag cases. Made especially to hold one complete stand of Legion Post colors, they serve a two-fold purpose of providing a safe storage container and a dependable shipping case when required. Constructed from special, heavy fibre, and equipped with durable hardware and substantial leather straps, carrying handles, etc. Each case is supplied complete with a reproduction of the emblem, and your Post name, number, address, etc. *One-week delivery.*

PRICE \$11.50

F.O.B. New York City. Remittance must accompany order. No C. O. D. shipments.



FLAG STANDS

Durable, black enameled cast iron flag holders, especially designed for American Legion colors are available at a very nominal charge. Every American Legion Post should provide this convenient equipment for displaying their colors indoors.

PRICE \$2.00 each

F.O.B. New York City. Remittance must accompany order. No C.O.D. shipments.

NOTE: One-week delivery.

FLAG ACCESSORIES

To facilitate the replacement of various flag equipment, we are listing below the complete line of official Post banner and flag equipment.

| | |
|---|--------|
| Cord and tassels | \$1.25 |
| Oilcloth rain covers each | 1.25 |
| Leather carrying belts each | 2.50 |
| Lower or upper flag pole sections each | 1.50 |
| *Double brass screw joints | 1.75 |
| Brass eagles | 2.00 |
| Pole complete with double brass screw joint | 4.50 |
| Fringe per flag | 2.00 |

*The upper and lower screw joint sections are not interchangeable. As an example, if you lose the lower flag pole section with the half of the screw joint, a complete new screw joint must be purchased together with the lower flag pole section, as the upper part of one screw joint will not fit the lower portion of another.

NOTE: All the above prices are F.O.B. New York City. One-week delivery.





UNMOUNTED U. S. FLAGS

Unmounted United States flags in the most popular grades of wool and cotton are listed below in the sizes most in demand. If the particular flag which you want is not listed, write for special quotations. All flags are guaranteed to be fast color and of the best possible quality.

| ALL-WOOL COTTON | | | ALL-WOOL COTTON | | |
|-----------------|---------|---------|-------------------|---------|---------|
| BUNTING | | BUNTING | BUNTING | | BUNTING |
| SIZE | | | SIZE | | |
| 2 x 3 feet..... | \$ 1.80 | \$ 1.05 | 6 x 9 feet..... | \$ 9.50 | \$ 4.50 |
| 3 x 5 feet..... | 3.35 | 1.65 | 6 x 10 feet..... | 10.00 | 4.85 |
| 4 x 6 feet..... | 4.75 | 2.40 | 8 x 12 feet..... | 15.50 | 7.25 |
| 4 x 7 feet..... | 5.40 | 2.60 | 9 x 15 feet..... | 22.95 | 10.00 |
| 5 x 8 feet..... | 7.40 | 3.50 | 10 x 19 feet..... | 32.50 | 12.50 |

NOTE: Above prices include delivery charges. 10% discount in lots of 6 or more.

INITIATION FLAGS

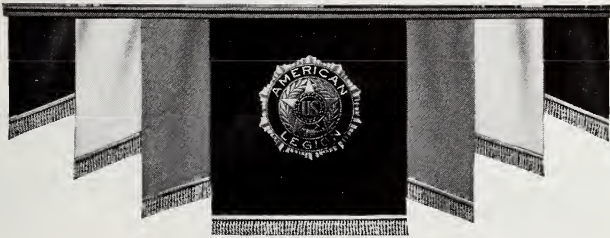
Miniature American Flags are required in the initiation ceremonies as set forth in the Manual of Ceremonies. Special quality, printed silk flags, mounted on ebonized staffs with gilded spearheads are available in two sizes.

PRICES—Larger sizes priced upon request.

2 x 3 inches.....50c per dozen 4 x 6 inches.....\$1.00 per dozen

DECORATIONS

These attractive decorations are made of extra heavy, bright, fast color red, white and blue cotton bunting, with the emblem beautifully reproduced in colors. Designed especially for indoor use, they make splendid decorations for Post Headquarters, banquet halls, dances, parties, etc. The colors are guaranteed fast, and can, if desired, be used for outdoor decorating. One-week delivery.



Panel Drape No. 40

Size 2 ft. x 6 ft., \$1.75
Size 3 ft. x 9 ft., 2.75



Bannerette No. 20

Size 2 ft. wide x 6 ft., \$1.25
Size 3 ft. wide x 9 ft., 2.00

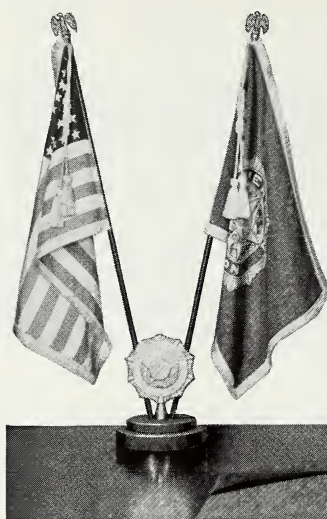
SOUVENIR BANQUET FLAGS

● These brand new souvenir miniature banquet flags are just the thing for table decorations, banquet souvenirs, etc. . . . The complete set consists of a miniature gilt floor stand especially designed to hold the 4"x6" printed silk Legion flag with the emblem reproduced in gold. The flag is fringed on three sides as illustrated.

PRICES: Single flags 25c each delivered
Lots of 50 or more 20c each delivered

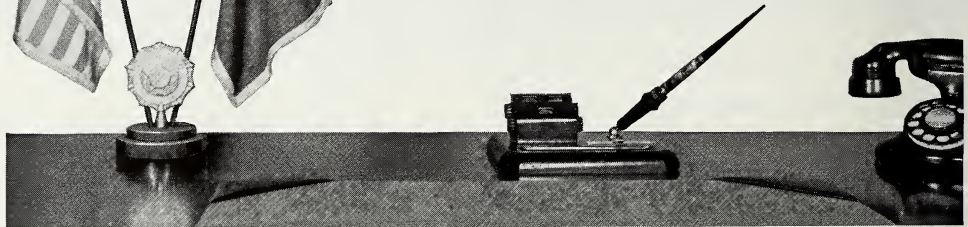


MINIATURE POST COLORS (Special)



● Here's a brand new set of special miniature Post colors which is particularly recommended where a more elaborate set of flags is required than provided for in the standard set illustrated immediately below. This unusually attractive outfit consists of a substantial circular ebonized base with a polished brass reproduction of the American Legion emblem in the center. The flags are printed silk, size 8"x12", fringed on three sides, mounted on an ebonized staff with a gilded spearhead.

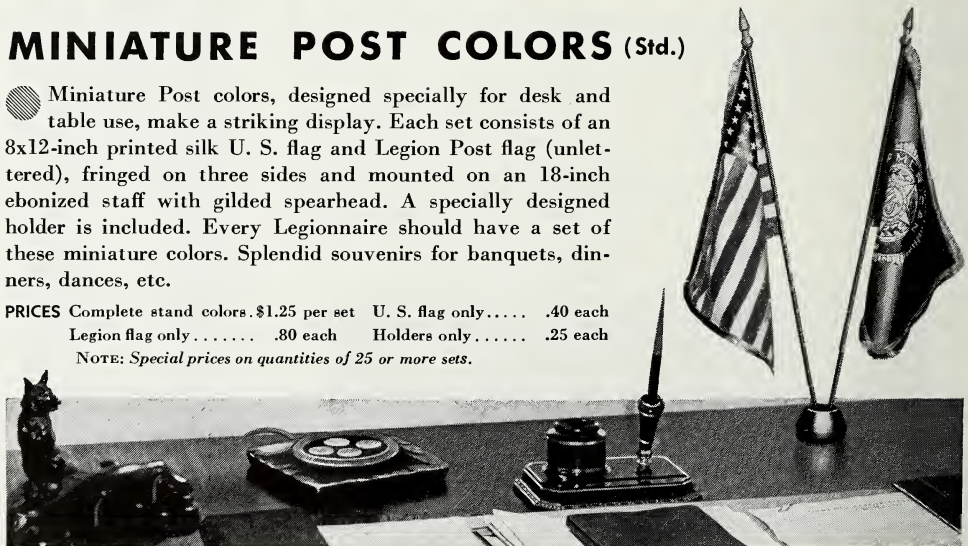
PRICE: \$3.00 each per set complete.



MINIATURE POST COLORS (Std.)

● Miniature Post colors, designed specially for desk and table use, make a striking display. Each set consists of an 8x12-inch printed silk U. S. flag and Legion Post flag (unlettered), fringed on three sides and mounted on an 18-inch ebonized staff with gilded spearhead. A specially designed holder is included. Every Legionnaire should have a set of these miniature colors. Splendid souvenirs for banquets, dinners, dances, etc.

PRICES Complete stand colors \$1.25 per set U. S. flag only 40c each
Legion flag only 80c each Holders only 25c each
NOTE: Special prices on quantities of 25 or more sets.





SCHOOL ROOM FLAG SETS

● These three beautiful silk American flag sets have been specially designed for schoolroom use. The steadily increasing number of Posts that are presenting flag sets to their local schools will welcome these beautiful, practical, yet moderately priced sets. Here is an outstanding and worthwhile project which even the smallest Post can sponsor because of the moderate cost involved. Put the School Flag Presentation program on your list of Post activities this year!

PRICES—*F. O. B. New York City*

Set 36A—2 x 3 foot fine quality printed silk American flag, trimmed on three sides, with golden yellow silk fringe, mounted on a 5-foot polished hardwood varnished staff, which is ornamented with brass spear. Flag furnished complete with special floor stand, gilt finish, as illustrated.

Single set, complete.....**\$3.25**
6 or more sets, price per set, complete..... **3.00**

Set 42—2½ x 4 foot fine quality printed silk American flag, trimmed on three sides with golden yellow silk fringe, mounted on a 6-foot polished hardwood varnished staff, which is ornamented with brass spear. Flag furnished complete with special floor stand, gilt finish, as illustrated.

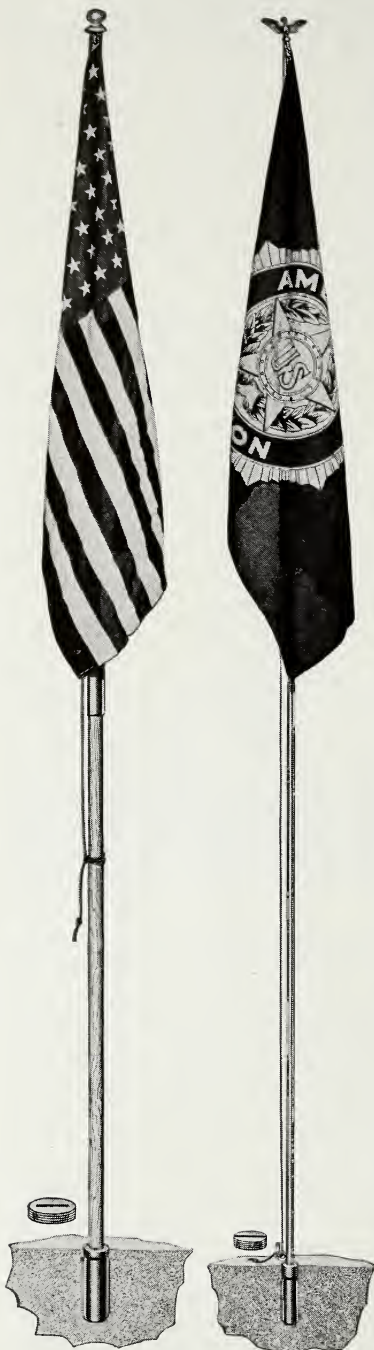
Single set, complete.....**\$6.25**
6 or more sets, price per set, complete..... **5.75**

Set 52—3 x 5 foot fine quality silk American flag, printed field, sewed stripes, trimmed on three sides with golden yellow fringe, mounted on an 8-foot polished hardwood varnished staff, which is ornamented with brass spear. Flag furnished complete with special floor stand, gilt finish, as illustrated.

Single set, complete.....**\$9.75**
6 or more sets, price per set, complete..... **9.00**

NOTE: *One-week delivery. All prices F.O.B. New York City*





STREET FLAG SETS

● The proper display of the American flag on legal holidays and other appropriate occasions, is a distinct contribution to Americanism. Many Posts have included the sale of U. S. street flag display sets to their local merchants as a part of their Americanism program. Your Post can undertake this worthwhile program either with or without a profit. These attractive street flag sets are available in several different combinations, with either the U. S. or Legion flag. Each has been specially selected for quality and durability and in addition, each set is specially priced. To facilitate the efforts of your Post in this worthwhile activity, we offer herewith a suggested plan of procedure which can be varied to meet the particular requirements of your Post.

SUGGESTED PROGRAM

Appoint a special committee of five or more members of your Post to take over the details of inaugurating and carrying out a flag sales program. Teams can be organized to call on each of your local merchants in the business section and offer him a complete flag set, installed. Quotations can be secured in advance for the actual installation of the sidewalk holders and if your Post desires to raise funds for some special activity a nominal amount can be added to the installed cost of each flag set. As in every other campaign, your success will depend entirely upon the thoroughness of your organization, and the individual efforts of your committee which accordingly should be carefully selected.

SPECIFICATIONS

Flags size three by five feet are best adapted for street display. Likewise, high-grade cotton material is the most practical, because of the limited use to which street flag sets are put. In addition, two types of poles lend themselves best under these circumstances—both two piece, one in wood and the other in steel. In each instance, the sets priced below have been carefully selected, and are specially recommended. However, other combinations will be quoted upon application.

U. S. FLAG SETS

Style BB—3'x5' fast color, Reliance brand cotton U. S. flag with dyed stars and sewed stripes. The jointed, two-piece wooden pole is 12"x1 1/2" in diameter, and is made of western fir, and is equipped with ball at the top. The complete set, flag, pole with halyards and screw eyes, and one 8" cast iron Broadway sidewalk holder, with non-rusting brass screw cap, price \$2.60, f. o. b. New York City.

Style B—3'x5' fast color, Defiance brand (U. S. Government quality) cotton U. S. flag, with sewed stars and sewed stripes, with complete equipment identical with the set Style BB, price \$3.40, f. o. b. New York City.

Style MM—3'x5' fast color, Reliance brand cotton U. S. flag, with dyed stars and sewed stripes. The jointed two-piece Columbia polished steel pole is 12"x1 1/2" in diameter, and is equipped with solid brass eagle. Complete set, flag, pole with halyard and screw eyes, and one 6"x1/2" Broadway sidewalk holder, with non-rusting brass screw cap, price \$3.50, f. o. b. New York City.

Style M—3'x5' fast color, Defiance brand (U. S. Government quality) cotton U. S. flag, with sewed stars and sewed stripes, with complete equipment identical with the set Style MM, price \$4.35, f. o. b. New York City.

LEGION FLAG SETS

Style BBL—3'x5' fast color, Reliance brand cotton Legion flag, with Anco dyed emblem. The jointed, two-piece wooden pole is 12"x1 1/2" in diameter, and is made of western fir, and is equipped with ball at the top. The complete set, flag, pole with halyards and screw eyes, and one 8" cast iron, Broadway sidewalk holder, with non-rusting brass screw cap, price \$3.50, f. o. b. New York City.

Style BL—3'x5' fast color, Defiance brand (U. S. Government quality) cotton Legion flag, with Anco dyed emblem, and with complete equipment identical with the set Style BBL, price \$4.25, f. o. b. New York City.

Style MML—3'x5' fast color, Reliance brand cotton Legion flag, with Anco dyed emblem. The jointed, two-piece Columbia polished steel pole is 12"x1 1/2" in diameter, and is equipped with halyard and screw eyes, and one 6"x1/2" Broadway sidewalk holder, with non-rusting brass screw cap, price \$4.50, f. o. b. New York City.

Style ML—3'x5' fast color, Defiance brand (U. S. Government quality) cotton Legion flag, with Anco dyed emblem, and with complete equipment identical with set Style MML, price \$5.25, f. o. b. New York City.

FLAG CODES

● The proper use and display of the national emblem is an important part of the "Flag Educational Program." The American Legion flag code pamphlet illustrates and describes the correct way of displaying the American flag on all occasions. **PRICES:** per 100, \$0.75. Per 1,000 f.o.b., Indianapolis, \$4.50. *Minimum order, 100 copies.*





HOME FLAG SETS

To facilitate the procurement of a practical, attractive, yet durable U. S. flag set for home use, we present herewith, two specially designed flag sets, with two different qualities of flags. Both sets are furnished with a beautiful white lacquered pole, ornamented with a gilt ball, and, depending upon your preference, you have the choice of a beautiful silk flag or a substantial Government quality woolen bunting flag. The lawn type set is furnished with special equipment for displaying in the front yard of your home, and the other has a shorter pole and comes with a special window attachment for display of the flag from an upstairs window or porch railing.

Here for the first time is a specially designed U. S. flag set for home use—and at a very attractive price range. Every Legion home should have one of these U. S. flag sets for home display.

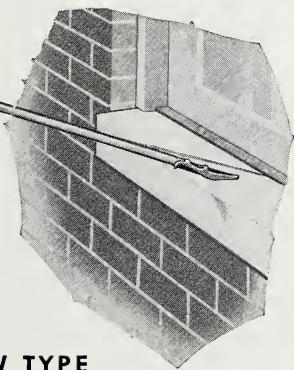
Special Note: The prices mentioned below are for single sets. Posts desirous of purchasing in quantities for resale to home owners in their community are invited to write for special quantity prices.

LAWN TYPE

No. 1 Lawn Set—This deluxe flag set consists of a 2½' x 4' Artglo heavy rayon taffeta silk American flag, with sewed stripes and dyed stars, a two-piece 10' white enameled pole, 1¼" in diameter, with a substantial metal joint, and a specially designed park lawn socket with brass screw joint. The complete set is boxed in a substantial

shipping-storage container, which makes for convenience and safe care of the flag when not in use. Price complete \$6.50

No. 2 Lawn Set—This beautiful flag set is identical with set No. 1 excepting that the 2½' x 4' flag is a high-grade, fine quality Sterling all wool bunting, with sewed stripes and sewed stars. This set is also packed in a substantial shipping-storage container. Price complete \$5.00

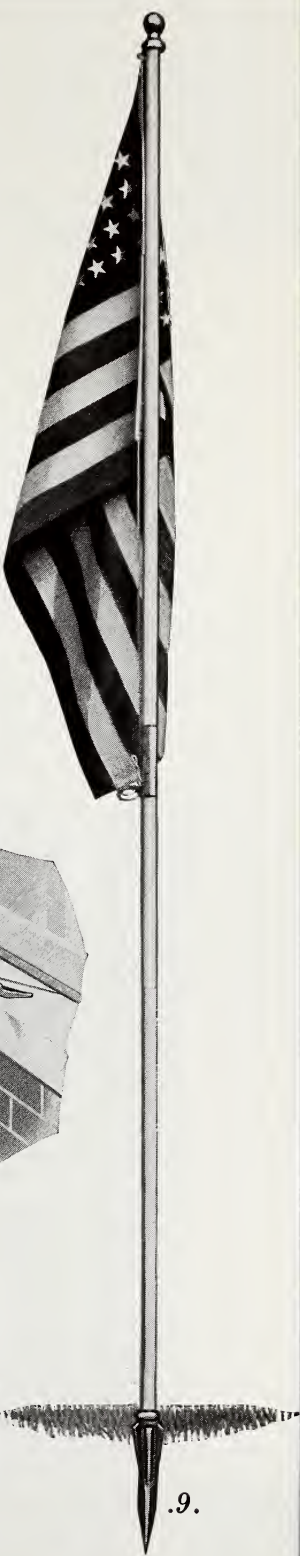


WINDOW TYPE


Style A Window Set—This deluxe set is comparable to the No. 1 Lawn Set. It consists of a 2½' x 4' Artglo rayon taffeta silk flag, and a 6' x 1" white enameled pole with brass screw joint. The pole is decorated with a gilt ball at the top and is supplied complete with white cotton halyards and a 1" galvanized pole holder, which fastens to the window sill or porch rail. The set is packed complete in a substantial shipping-storage container which provides safe and convenient storage for the flag when not in use. Price complete . . \$5.00

Style B Window Set—This set is identical with the Style A set described above with the exception of the flag, which is a 2½' x 4' high-grade, fine quality Sterling wool bunting flag, with sewed stripes and sewed stars. This set is also packed in a convenient shipping-storage container. Price complete . . . \$3.50

NOTE: The above prices are
f.o.b. New York City



AUTO FLAG SETS

 In response to a popular demand from Posts and individual Legionnaires, we present herewith, two specially designed automobile flag sets, with patented flag holders. These are made in two types, officers' and members'. The flags have reinforced ends to withstand the unusual stress of automobile use and the patented holder provides a most convenient and secure method of attachment. These two brand new Legion flag sets are just the thing for official Post turn-outs, parades, funerals, public gatherings, etc.

OFFICERS' TYPE

This specially designed officers' automobile flag set consists of a 12"x18" wool bunting American flag, and officers' Legion flag of the same size and quality material. Made for all Post, County, District and Department officers, the Legion flag carries the Legion emblem in the center, with the inscription "Commander," etc., beneath the emblem, and "Post," "County," "District," or "Department" above the emblem in an arc. The proper colors or color combina-

tions are used for each type of flag. The lettering is in gold sateen and separately applied. Both flags are equipped with special pole headings, miniature cord and tassels, and are mounted on 30" nickel-plated staffs surmounted with nickel-plated miniature eagle. This special officers' auto flag set affords the proper type of identification in parades, etc.

Price per set, complete, delivered \$7.50

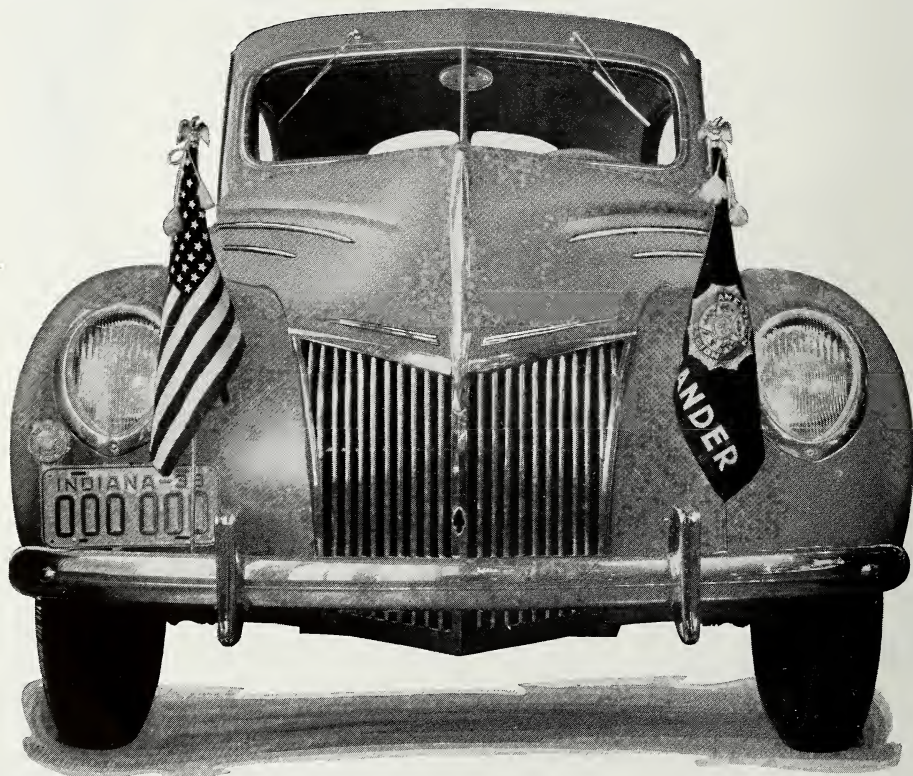
MEMBERS' TYPE

This moderately priced Legion flag set is for general use by individual Legionnaires in parades and for decorating purposes. Each set consists of a 12"x18" printed cotton American flag, and an Anco dyed Legion flag, with the emblem in colors. Both flags are equipped

with special headings, and in addition, have reinforced ends. The special price quoted includes two patented bumper type holders.

NOTE: No lettering on this flag set.

Price per set, complete, delivered \$1.00



Jewelry and Gifts

MEMBERSHIP BUTTONS

The American Legion emblem is more and more looked upon as a badge of honor. Recognized the world over, it will identify you as a man worth knowing—a loyal and patriotic American. Never be without your Legion emblem for it will help you make new friends each day.

The official American Legion membership buttons are made in two sizes and three qualities. Silver centers for wounded veterans furnished at no addi-

tional charge. Unless otherwise specified, standard bronze-center buttons are furnished. There is an American Legion button which will exactly meet your requirements. Get a button for each coat!

| PRICES | Midget | Regulation |
|---|--------|------------|
| Gold-plated | \$0.15 | \$0.15 |
| 10-K gold | 2.00 | 2.75 |
| 14-K gold | 2.75 | 4.00 |
| <i>3-point, full-cut, genuine diamond set buttons</i> | | |
| | Midget | Regulation |
| 10-K gold | \$8.00 | \$8.75 |
| 14-K gold | 8.75 | 10.00 |



AUTO EMBLEMS

Here are two smart, modern Legion auto emblems, which will add a touch of distinction to any automobile. Streamline designing eliminates complicated attachments—attaches in a jiffy to either your front or rear license plate. We particularly recommend the Style X emblem which includes your wartime Divisional insignia, or if you prefer, your Branch of the Service insignia. Either of these smart, modern Legion auto emblems will identify you wherever you drive.



STYLE Z

STYLE Z (Emblem)

This beautiful Legion auto emblem is an exact reproduction of the American Legion insignia, beautifully hard enameled, in colors. The attractive finish is a special, lasting one. Can be attached quickly to either the front or rear license plate, and fits any make or model car.

Complete, only.....75c



STYLE X

STYLE X (Division Insignia)

This smart, new auto emblem affords instant Legion and wartime service identification. Comes to you complete with your Divisional insignia beautifully reproduced in colors. If you prefer, the Army Eagle or your branch of the service emblem, such as crossed rifles for Infantry, crossed cannons for Artillery, etc., can be substituted. For ex-Marines and former Navy men, the insignia is made up with either the official Marine Corps emblem or the Navy insignia.

Complete, only.....\$1.00





AUTO AND UTILITY ROBES

● This full size, 54"x72" genuine Chase wool mount, fringed plaid robe, comes to you packed in a special zipper case of waterproof suede.

This smart new auto or utility robe has been properly termed a luxurious necessity for motor tourists—flying—boating—camping—the beach—and for the home.

Made in a deep Legion blue, with an interwoven gold plaid, these luxurious robes have a small identifying embroidered American Legion emblem in one corner.

An ideal gift or prize, which is distinctive and out-of-the-ordinary.

Complete with zipper case as illustrated \$4.95



ASH TRAYS



● Here is the very newest in ash trays—a combination cigarette container and ash tray. A slight turn of the tray releases a cigarette, ready for use. Chromium trimmed, blue leatherette cover, with the American Legion emblem in colors.

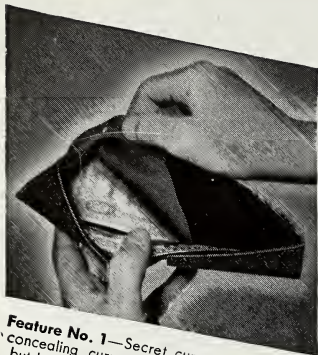
Complete \$1.00 postpaid

POCKET LIGHTERS

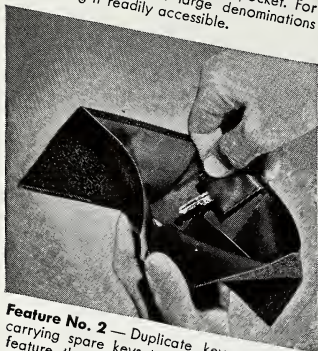
● Smart, convenient and efficient, this dependable Evans lighter is an outstanding value. Simple to operate and easy to keep in order. Particularly recommended for gifts and membership prizes.



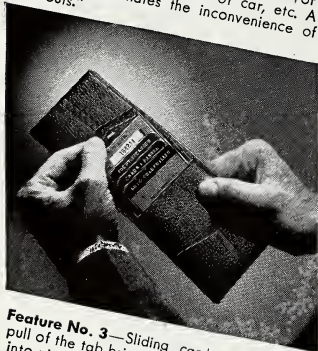
No. L-31—Pocket Lighter. Gold finish with special raised initial or monogram panel. The gold-plated Legion emblem is beautifully enameled in colors. Price, only \$2.00.



Feature No. 1—Secret currency pocket. For concealing currency of large denominations but keeping it readily accessible.



Feature No. 2—Duplicate key pocket. For carrying spare keys to house or car, etc. A feature that eliminates the inconvenience of "lock-outs."



Feature No. 3—Sliding card pocket. Just a pull of the tab brings cards, identification, etc., into view instantly.

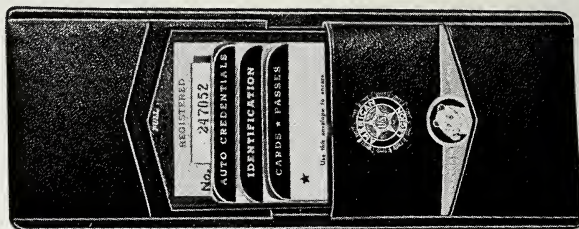


Feature No. 4—Transparent card holders. Cards kept clean and easy to identify by these different colored holders.

Amity DIRECTOR

THE SECRET POCKET BILLFOLD WITH 8 EXCLUSIVE FEATURES

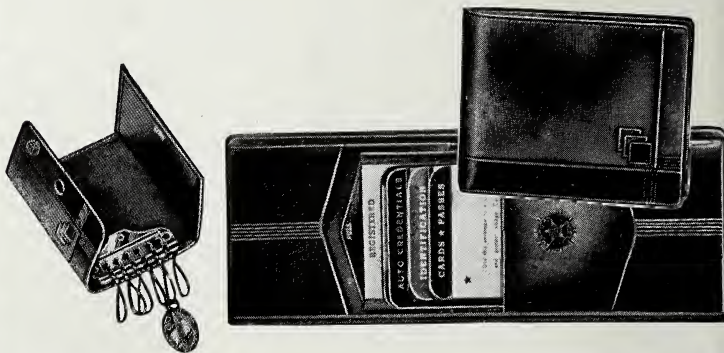
THE DIRECTOR is a real man's billfold—a billfold that is plain and neatly tailored, and the only billfold with these exclusive safety and convenience features. Handsomely packaged, the Director is the ideal gift for Legionnaires—for all occasions.



No. 3609—Amity Director billfold (above). Genuine bright pinseal. Black. An aristocrat billfold which makes an ideal presentation. The Legion emblem is beautifully embossed in gold and blue. Price. \$5.75



No. 34001—Amity matched set (above). Black. Shrunk calfskin. Consists of Director billfold and removable hook key kaddy. Emblem embossed in blue and gold. Price. \$4.00



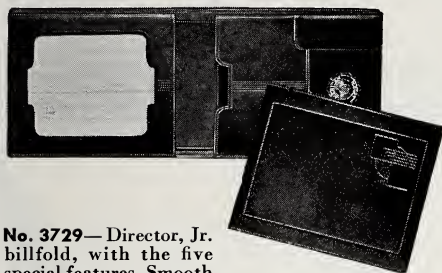
No. 34007—Amity matched set (above). Brown. Hand-colored calfskin. Modern embossed design. Two-tone coloring effect. Emblem beautifully embossed in gold and blue. The key kaddy is illustrated separately at the left. Price per set complete. . \$5.75



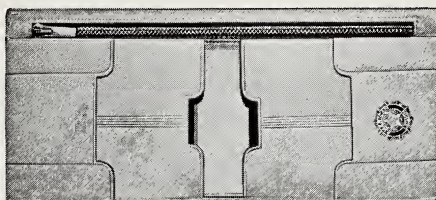


AND NOW—the New “Director, Jr.”

Here are two beautiful new Director, Jr., billfolds by Amity. Both of these smart new offerings incorporate five of the features which distinguish the more elaborate “Director” models featured on the opposite page.

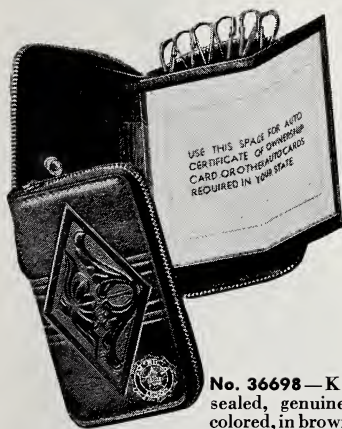


No. 3729—Director, Jr. billfold, with the five special features. Smooth calfskin, with embossed design. Available in black only. Complete with Legion emblem embossed in blue and gold, and your three initials in gold. Price \$2.00

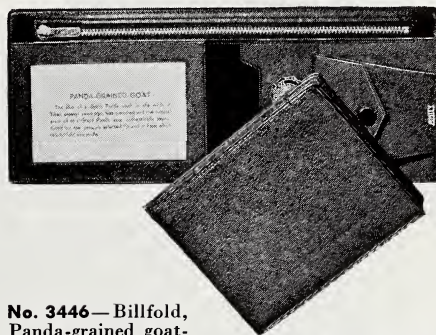


No. 3780—Director, Jr. billfold, made in the beautiful new glazed russet cowhide (California saddle leather). Incorporates the five popular Director features. Plain and neatly tailored. Two small pockets for stamps, tickets, etc. Legion emblem embossed in colors. Complete with your three initials in gold. Price \$2.50

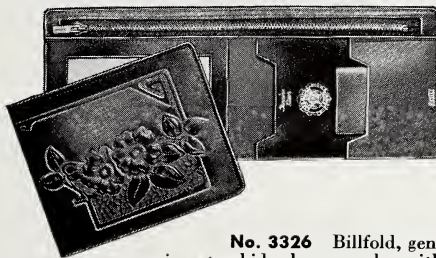
NEW CASES AND BILLFOLDS (Standard)



No. 36698—Key Kaddy. Zip-sealed, genuine cowhide. Hand-colored, in brown only. Fancy, embossed design. Snap-fastened folding auto license pocket. Six-key capacity. Leather lined. Complete with Legion emblem embossed in colors, and your three initials in gold. Price \$1.00



No. 3446—Billfold, Panda-grained goat-skin. Black only. Zip-sealed bill compartment. Snap-fastened, gusseted coin pocket. Identification card pocket, etc. Complete with Legion emblem in colors, and your three initials in gold. Price . . \$1.25



No. 3326 Billfold, genuine steerhide, brown only, with embossed design. Hand-colored, Zipper-sealed bill compartment. Pockets for cards, stamps, etc. Complete with Legion emblem in colors, and your three initials in gold. Price \$1.00

YOUR INITIALS IN GOLD—FREE!

All prepaid orders for billfolds and key cases will be furnished with your three initials in gold, at no additional charge. If you want this added free service, prepay your order and specify the three correct initials in the order they appear in your name.

PEN DESK SETS

Here are two unusual fountain pen desk sets, both combining beauty and utility. If you are looking for an unusual gift or presentation, we particularly recommend both of these practical, lasting fountain pen desk sets. Both sets are decorated with a gold-plated American Legion emblem beautifully enameled in colors, and are fitted with a special gold-filled plate for engraving purposes. In ordering, be sure to specify whether a light, medium or heavy pen point is desired.

STYLE A (*Illustrated below*)—Genuine walnut base, $7\frac{3}{4}$ " x $6\frac{1}{4}$ ", fitted with special, perpetual calendar, and equipped with a genuine Gold Seal Wahl pen, which is unconditionally guaranteed. Here is a distinctive, yet practical, pen desk set, which makes a most unusual presentation. Furnished complete as illustrated, with gold-plated Legion emblem, in colors, and gold-filled engraving plate. Price..... **\$13.50**

NOTE: Engraving 5c extra per letter (not word) or numeral.



STYLE B (*Illustrated lower right*)—Genuine Argentine onyx base, $3\frac{1}{2}$ " x 3", equipped with a genuine Gold Seal Wahl pen, which is unconditionally guaranteed. Particularly recommended where an outstanding yet moderately priced presentation is desired. Furnished complete as illustrated, including gold-plated Legion emblem in colors, and gold-filled engraving plate. Price..... **\$8.50**

NOTE: Engraving 5c extra per letter (not word) or numeral.



PEN AND PENCILS

● We present herewith a distinctive and unusual variety of American Legion pens and pencils. Each makes ideal personal equipment and in addition is just the thing for presentations, gifts and membership prizes. Fully guaranteed—you will find a world of personal satisfaction in carrying any one of these attractive writing instruments.



REPEATING PENCIL

Here's the very newest in automatic pencils. By merely pressing the top of the pencil, additional lead is automatically provided. Efficient and thoroughly dependable, this genuine Wahl

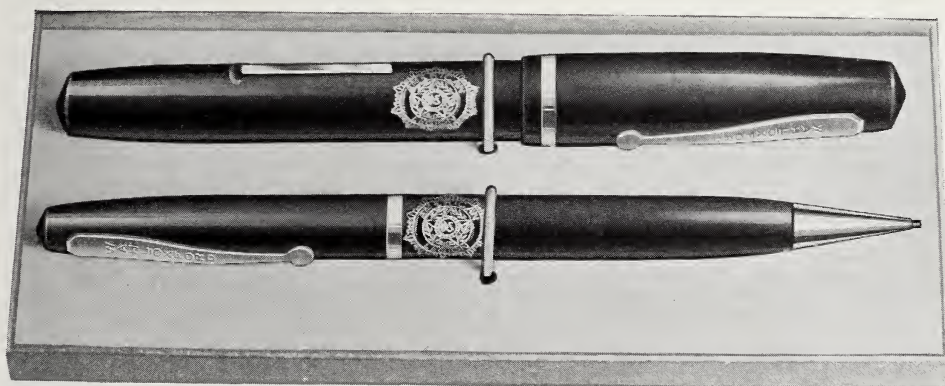
automatic pencil is highly recommended. An outline reproduction of the American Legion emblem in gold is imprinted as illustrated. Price, complete.....\$1.50



OLYMPIAN PENCIL

This substantial good-looking automatic pencil is just what you have been wanting for membership prizes. Made in an attractive assortment of brilliant colors with an outline reproduction

of the American Legion emblem in gold as illustrated. Despite its nominal price, it's a thoroughly satisfactory pencil which you will enjoy owning. Special quantity prices. Price 25c each.

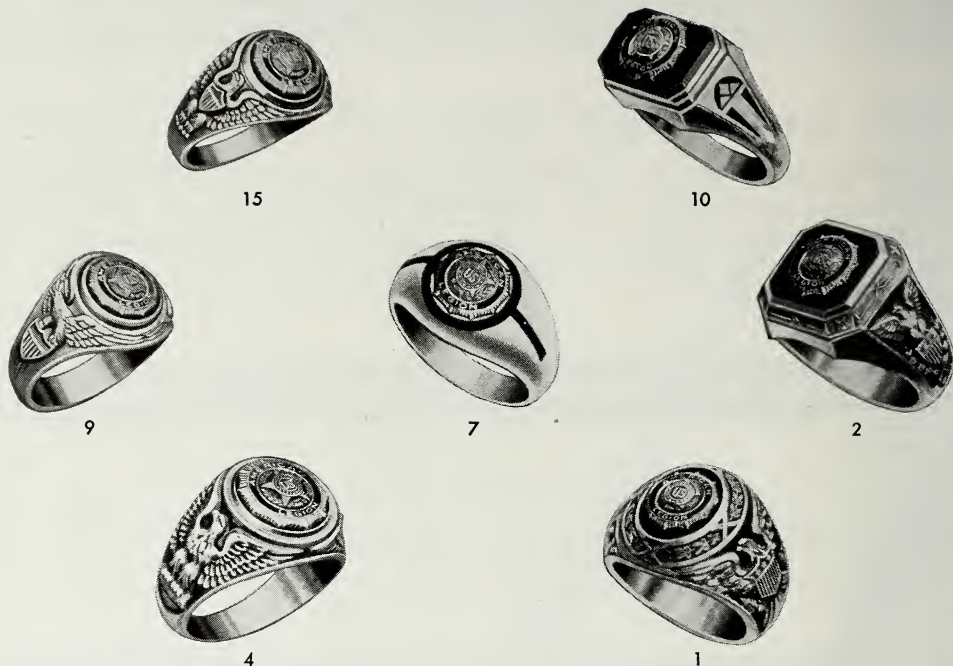


PEN AND PENCIL SET

This new Wahl-Oxford set is an outstanding value. The pen is equipped with a 14K solid gold, iridium tipped point for smooth, easy writing. The special ink window shows when refilling is necessary. The matching pencil has a propel, repel, and expel mechanism. Made in

genuine black unbreakable pyralin with smart banding and modernistic clips. Both the pen and pencil are stamped with an outline reproduction of the American Legion emblem as illustrated.

Price per set, complete.....\$2.25



RINGS (With Genuine Diamond at Small Additional Charge)

Here is the most complete and attractive assortment of American Legion rings which we have ever offered. Some are in sterling, while others are in gold, but regardless of the quality, each of these specially designed rings is an outstanding value. Made by master jewelry craftsmen, to the highest workmanship and quality standards—you will derive a world of pleasure from any one of these beautiful rings. *To determine your correct ring size, use the special gauge on the back cover.*

DESCRIPTION AND PRICES

STYLE 15—10-K natural gold ring with hand-carved eagles on each side. The gold midget Legion emblem is beautifully enameled in colors. One of the most popular of Legion rings. Price.....**\$13.00**

STYLE 9—Sterling, with 10-K green gold midget Legion emblem beautifully enameled in colors. Eagle design shanks or sides. Price.....**\$5.75**

STYLE 4—Sterling, with 10-K natural gold intermediate size Legion emblem, beautifully enameled in colors. Heavy, massive military design. Price.....**\$5.75**

STYLE 7—Sterling, with attractive black enamel decoration. The small size midget Legion emblem is 10-K natural gold, and is beautifully enameled in colors. A smart, exclusive Legion design. Price.....**\$3.95**

STYLE 10—10-K natural gold, with decorative design on each side, in hard enamel. Set with black onyx stone, on which is superimposed a 10-K natural gold midget Legion emblem, enameled in colors. A distinctive ring, which continues to be one of our most popular offerings. Price.....**\$13.50**

STYLE 2—10-K rose gold ring, set with black onyx stone, on which is mounted a 10-K natural gold midget Legion emblem which is beautifully enameled in colors. A smart, exclusive design, which is very specially priced. Price.....**\$17.00**

STYLE 1—14-K green gold military ring, with black onyx stone. The hand-carved eagles on each side stand out in sharp contrast. The 10-K gold Legion emblem is enameled in colors. A typically Legion ring, which is one of the finest we have ever offered. An exceptional value. Price.....**\$25.00**

DIAMOND SET RINGS—Any of the above rings can be furnished set with a three-point, full-cut, genuine diamond in the center of the emblem at an additional charge of only \$6.00. Although small, these brilliant white diamonds are advantageously set in a white gold bezel and actually appear to be much larger. *Two-week delivery on diamond-set rings.*



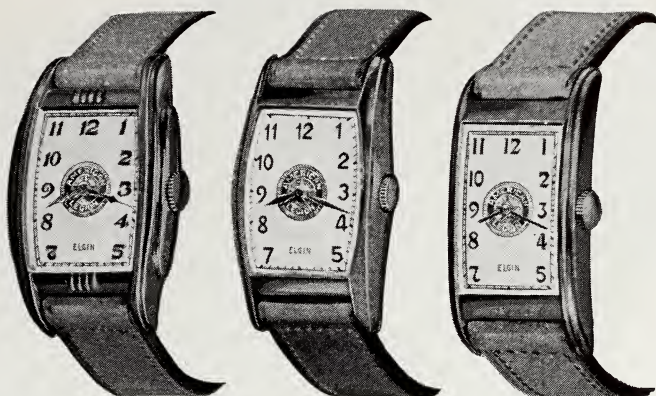
STRAP WATCHES



New 1940 Elgin Models



Brand new—*FRESH*—each of these thoroughly dependable ELGIN strap watches will afford you the utmost in service and personal pleasure. Each of these beautiful new 1940 Elgin models has an embossed American Legion emblem in colors, countersunk in the dial. The prices quoted include the complete watch and emblem, as illustrated.



No. 3802-E

No. 3530-E

No. 3505-E

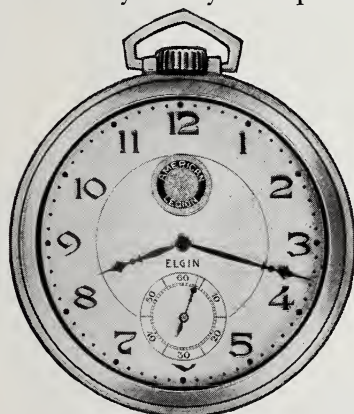
No. 3802-E—8/0 size, 7-jewel movement. 10-K natural rolled-gold-plated case, with Veritas metal back. Genuine leather strap. Price, complete with Legion emblem only **\$21.50**

No. 3530-E—15/0 size, 17-jewel movement. 10-K natural gold-filled case, which is unusually thin. Spherical dial, with raised figures. Price, complete with Legion emblem only **\$42.50**

No. 3505-E—Lord Elgin, 15/0 size, 21-jewel movement. 14-K natural gold-filled case. Movement protected by dust-proof inner case. Curved dial. Price, complete with Legion emblem only **\$55.00**

POCKET WATCHES

The conventional pocket watch is becoming more and more popular. The brand new 1940 model Elgin illustrated at the left, is available in a number of different combinations at a wide range of price. One of these dependable Elgins will exactly meet your requirements.



No. 2525-E

No. 2525-E (illustrated at left)—12 size, 17-jewel adjusted movement. Solid 14-K gold case. Embossed dial. Price, complete with Legion emblem only **\$75.00**

No. 2538-E (not illustrated, but very similar to No. 2525-E)—12 size, 17-jewel adjusted movement. 10-K natural gold-filled case. Raised figure dial. Price, complete with Legion emblem only **\$35.00**

No. 2539-E (not illustrated)—Same as No. 2538-E, excepting 19-jewel movement with 6 adjustments, 3 to position. Price, complete with Legion emblem only **\$42.50**

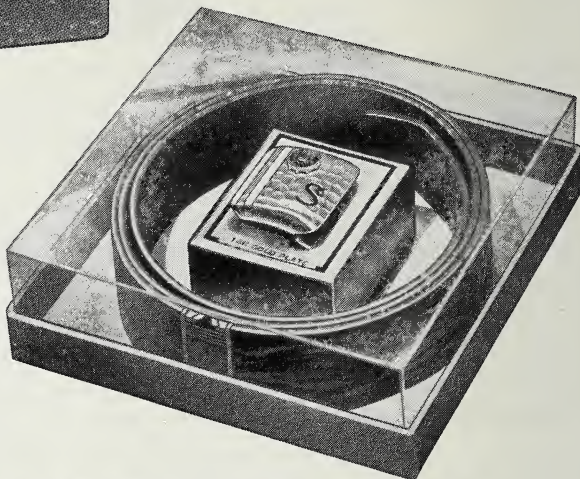
No. 2540-E (not illustrated)—Same as No. 2538-E, excepting 21-jewel movement, with 8 adjustments, 5 to position. Price, complete with Legion emblem only **\$60.00**

No. 2542-E (not illustrated, but very similar to No. 2525-E)—12 size, 15 jewels. 10-K natural gold-filled case. Raised figure dial. A very dependable watch. Price, complete with Legion emblem only **\$27.50**



Set No. 9826 (Above)—Heavily silver-plated buckle, with a gold-plated Legion emblem beautifully enameled in colors. Furnished complete with a 1" genuine cowhide belt, in black, white or tan. Packed in an attractive gift box as illustrated. **When ordering, be sure to specify belt size and color.** Price, per set, complete as illustrated.....\$1.00

Set No. 100 (Right)—This is the very newest in buckle and belt sets. The genuine Elasti-Glass belt stretches—yields gently to body pressure, and eases back to its original shape and size. Elasti-Glass is transparent, waterproof, and is guaranteed to be the most comfortable and durable belt you have ever worn. The attractive new gold-plated buckle has a midget Legion emblem, enameled in colors, and carries your one initial in black enamel. Each set packed in an attractive gift box. Elasti-Glass belts are available in a wide range of colors: crystal (clear), black, white, blue, brown, green, sapphire and garnet. **When ordering, be sure to specify buckle initial, belt size and color.** Price, per set, complete as illustrated....\$2.00



Set No. 9817 (Above)—Custom-made, sterling buckle with three cut-out initials. The Legion emblem is gold-plated and enameled in colors. This attractive set is furnished complete with a fine quality 1½" genuine, cowhide leather belt, which is available in black, tan or white.

Packed in a special gift box, as illustrated. **When ordering, be sure to give buckle initials, belt size and color. Ten-day delivery. NO C. O. D. SHIPMENTS.** Complete with three initials, as illustrated. Price, per set.....\$3.50

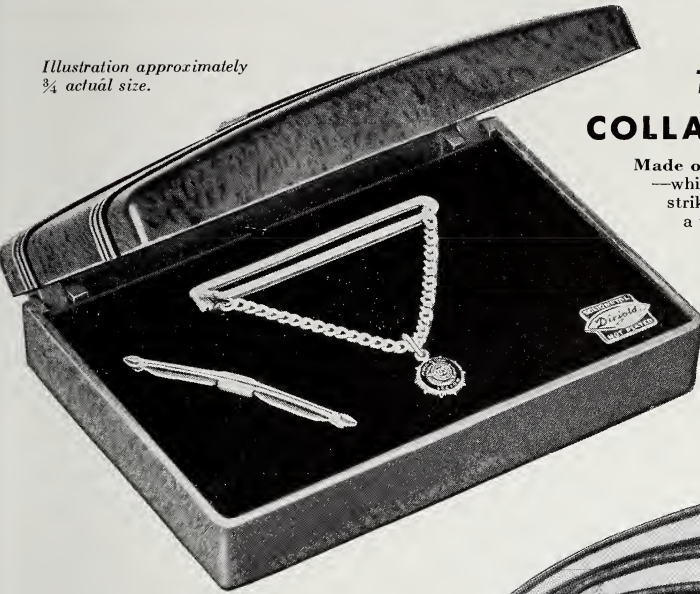


BELT & BUCKLE SETS

Correct styling, beauty and durability distinguish each of these smart Legion buckle and belt sets. Each is a real value for the price quoted, which includes the Legion emblem, etc., exactly as illustrated. Each of these smart sets is attractively boxed, and makes an ideal prize or gift. In ordering, be sure to specify belt size, color, etc.



*Illustration approximately
¾ actual size.*



This Beautiful COLLAR AND TIE SET

Made of Diriold—a solid metal, not plated—which closely resembles real gold, this striking combination collar and tie set is a year-around necessity.

The tie holder is the latest design, with a miniature gold-plated American Legion emblem attached, beautifully enameled in colors. The collar pin has a special tension clamp which holds it securely in place. Complete set, packed in a genuine Bakelite cigarette container, which matches the ash tray illustrated below. **Price, complete set as illustrated, only\$1.00**

IDENTIFICATION BELT AND BUCKLE SET (Photo)

Set No. 6367 (right)—Here is the very latest in belt and buckle sets. The heavily silver-plated, new, round style identification buckle is furnished with one enameled initial, complete with a gold-plated American Legion emblem, also enameled in colors. A brand new sensation, the buckle opens disclosing an inner secret panel for a picture or identification. The belt is genuine top grain bridle leather, and can be furnished in black, tan or white. The complete set, as illustrated, is packed in a genuine Bakelite ash tray, modernistic design, which matches the cigarette container featured above. Truly a sensational value! **Price, complete set as illustrated.....\$2.00**

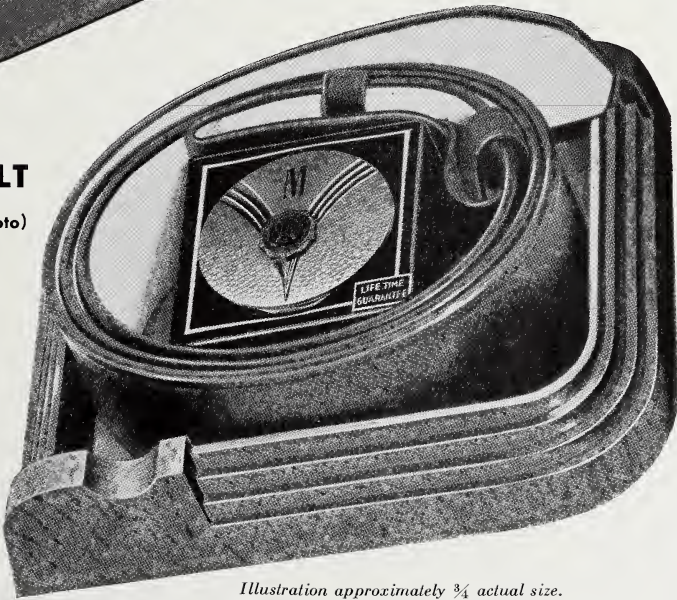


Illustration approximately ¾ actual size.

*Be sure to specify size and color of belt.
Print or type initial desired.*

BELT AND BUCKLE SET

(With Tie Holder)

Set No. 6444 (left)—An unusually attractive set, consisting of buckle, belt and tie holder. Buckle is genuine Diriold, with one initial in enamel, and separately applied Legion emblem beautifully enameled in colors. The tie chain is also in Diriold and has a small Legion charm, which is also beautifully reproduced in colors. The 1½" belt is genuine cowhide. An unusually attractive set, which makes an ideal gift or prize. **Price, complete set as illustrated, \$1.75**

Illustration approximately ¾ actual size.

*Be sure to specify size and color of belt.
Print or type initials desired.*



*Illustration
approximately
¾ actual size.*



LEGION-DIVISION INSIGNIA JEWELRY

Here is a brand new selection of distinctive jewelry, combining the Legion emblem and your Divisional Insignia. The combination is a "natural" and you will find a world of pleasure in this new idea, combining your service insignia with the Legion emblem.

PAPER KNIFE—Here is the ideal gift for the Legionnaire who has "everything." Custom-made, with three cut-out initials. The Legion emblem and the Divisional Insignia are both beautifully enameled in colors. Made only to special order—in solid Dirioild, a metal which closely resembles gold in appearance. Be sure to specify Division and initials. **Ten-day delivery.**

Price—complete as illustrated.....\$5.00

RING—Distinctive and unusual design. Hand-carved eagles. 10-K natural gold Legion emblem, beautifully enameled in colors. Your Divisional Insignia in colors on one side, and your branch of the service insignia on the other. Made in two qualities—sterling (solid) silver, and 10-K green gold. Be sure to indicate the ring size, Division and branch of the service insignia. **Ten-day delivery.**

Price—Sterling (yellow gold finish).....\$4.95
10-K gold.....22.50

BELT CHAIN—Unusually popular combination, with key ring attachment. The small gold-plated Legion emblem and your Divisional Insignia are beautifully enameled in colors. Distinctive and unusual, this attractive chain is furnished in two qualities—Dirioild and sterling

silver. Be sure to indicate quality, and Division. **Ten-day delivery.**

Price—Solid Dirioild.....\$1.00
Sterling (solid) silver.....2.00

TIE CHAIN—A year-round necessity. Made in two qualities—Dirioild (golden bronze), and sterling (solid) silver. Be sure to indicate quality and Division Insignia. **Ten-day delivery.**

Price—Solid Dirioild.....\$1.00
Sterling (solid) silver.....2.00

BELT AND BUCKLE SET—Smart, distinctive and new, this specially designed belt and buckle set is ideal for year-round use. The hammered design buckle has a beautiful two-tone finish, and carries a gold-plated Legion emblem and your Divisional Insignia, both enameled in colors. Made in two qualities, Dirioild and sterling. The belt is genuine cowhide, and is available in black, white or tan. In ordering, be sure to indicate belt size and color, quality buckle desired and Divisional Insignia desired. **Ten-day delivery.**

Price—Solid Dirioild, complete set as shown.....\$2.00
Sterling (solid) silver, complete as shown... 3.75

If desired, the Army Eagle, Navy Insignia or Marine Corps emblem can be substituted in place of the Divisional insignia at no extra charge.





JEWELRY (Diamond Set at Small Additional Charge)

Here is a brand new selection of smart Legion jewelry. Practical and always in good taste, Legion jewelry makes a most acceptable gift or prize. Fairly priced, each piece offers the utmost in value.

DIAMOND SET JEWELRY—A full-cut, brilliant and sparkling genuine three-point diamond can be mounted in the center of the emblem, on any one of these jewelry items for an additional charge of only \$6.00 (cuff links \$12.00 additional). Although small, these brilliant diamonds are set in a special bezel, which gives the appearance of a much larger stone.

MONEY CLIP—Sterling, with gold-plated midget Legion emblem, beautifully enameled in colors. A practical and useful accessory. Price, complete with emblem.....\$2.50

TIE CHAIN—Yellow gold finish with gold-plated midget Legion emblem in colors. The one accessory which is a year-round necessity. Price, complete with emblem, 75c

CUFF LINKS No. 6—The very latest design in modern cuff links. A convenient swivel end makes this new link easy to insert, yet it locks permanently in position. No more lost cuff links with this new-type construction. The small gold-plated Legion emblem is enameled in colors. Price per pair, complete with emblem.....\$1.25

KNIFE No. 99—Two-tone white and rose-gold-finish, two bladed knife. The gold-plated Legion emblem is enameled in colors. Price, complete with emblem..\$1.25

KNIFE No. 22—Gold-filled (yellow, green or white), with gold-plated emblem in colors. In ordering, be sure to specify color. Price, complete with emblem.....\$2.50

CHARM No. 14—10-K gold (yellow, green or white), double-faced midget size emblem on both sides. Price, complete.....\$3.75

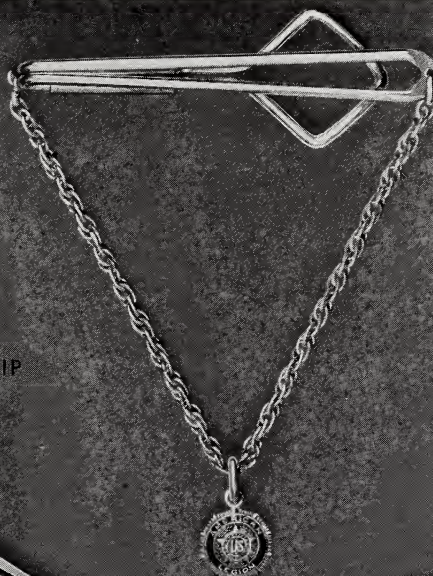
CHARM No. 11—10-K gold (yellow, green or white), black enamel background with Grecian border, and midget emblem in colors. Price, complete with emblem....\$6.00

CHARM No. 12—10-K gold (yellow, green or white), double-faced regulation size emblem both sides. Identical with Charm No. 14 excepting larger. Price, complete \$4.50

.23.



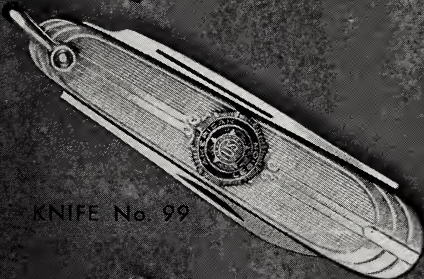
MONEY CLIP



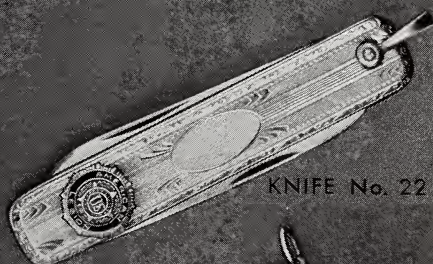
TIE CHAIN



CUFF LINKS No. 6



KNIFE No. 99



KNIFE No. 22



CHARM No. 14



CHARM No. 11



CHARM No. 12



BUTTON



CHARM



RING



BADGE

DIAMOND
CHARMDIAMOND
RINGDIAMOND
BUTTON

BELT AND BUCKLE SET

PAST OFFICERS' JEWELRY

Any one of these highly prized Past Officers' insignia will most eloquently express the gratitude and appreciation of your Post to its retiring officers, for services well rendered. This distinctive line of Past Officers' jewelry is available for all *PAST Post, County, District, Department and National Officers*, at the prices quoted. Although the illustrations show only the Past Commander insignia, each item is available for *PAST Vice-Commanders, Adjutants, Chaplains, etc.*

BUTTON—One of the most popular Past Officer insignia is the button. Beautiful and very moderately priced.

10-K natural gold.....\$3.50
14-K natural gold.....4.75

CHARM—The choice of many. This very appropriate presentation is available in white, green or natural gold. In ordering, be sure to specify color.

10-K gold.....\$6.00
14-K gold.....8.50

RING—Unusually massive design, with hand-carved eagles. Made in three qualities. Be sure to specify ring size.

Sterling (solid) silver.....\$7.50
10-K yellow gold.....20.00
14-K yellow gold.....27.50

BADGE—The original Past Officer insignia. Made in two sizes, regulation (large) and miniature. Many Posts award this standard Past Officer emblem in connection with one of the other more personal awards, such as the button, charm, etc. Made in three qualities, each specially priced. Be sure to specify size and quality when ordering.

| | REGULATION | MINIATURE |
|------------------------|------------|-----------|
| Gold plated..... | \$1.00 | \$0.75 |
| 10-K natural gold..... | 19.00 | 6.00 |
| 14-K natural gold..... | 28.50 | 9.00 |

DIAMOND SET INSIGNIA—The very popular Past Officers' button, charm and ring are also available set

with a three-point full-cut fine diamond. Although small and nominally priced, these brilliant diamonds add an undeniable touch of distinction to these three popular insignia.

PRICES—

| | |
|---|---------|
| 10-K button, with diamond..... | \$ 9.50 |
| 14-K button, with diamond..... | 10.75 |
| 10-K charm, with diamond..... | 12.00 |
| 14-K charm, with diamond..... | 14.50 |
| Sterling (solid) silver ring, with diamond..... | 13.50 |
| 10-K gold ring, with diamond..... | 26.00 |
| 14-K gold ring, with diamond..... | 33.50 |

BUCKLE AND BELT SET—This distinctive presentation offers a personalized award. Each buckle is specially engraved to show the rank, Post name and number, and the Department. Buckle is available in two qualities while the genuine leather belt can be had in black, tan or white. Be sure to specify belt color, size, etc. **Two-week delivery.**

Price—complete, sterling silver or gold-plated buckle, with special inscription.....\$4.50

★ *The date of presentation, etc., can, if desired, be engraved on reverse side of any of these insignia at an additional charge of 5c per letter (not word) or numeral.*





PAST OFFICERS' WATCHES

A dependable watch is still the traditional presentation or gift. This smart new line of 1940 Elgin watches is offered particularly to those Posts who want to give the traditional watch to their retiring Commander, Adjutant, etc.

Both the pocket and the strap watches carry an accurate reproduction of the Past Officers' insignia, and any of these watches can be furnished for all *PAST Post, County, District, Department and National Officers*. Although the illustrations all show the Past Commander emblem, they are available for Past Vice-Commander, Past Adjutant, Past Chaplain, etc.

DESCRIPTION AND PRICES

POCKET WATCHES—Each of the following pocket watches is furnished complete with the Past Commander, Past Adjutant, etc., emblem in colors, at the prices quoted.

No. 2525 (Illustrated below)—12 size, 17-jewel adjusted movement. Solid 14-K gold case. Embossed dial. Price, complete with Past Officers' emblem.....\$75.00

No. 2538 (not illustrated, but very similar to No. 2525)—12 size, 17-jewel adjusted movement. 10-K natural gold-filled case. Raised figure dial. Price, complete with Past Officers' emblem.....\$35.00

No. 2539 (not illustrated). Same as No. 2538, excepting 19-jewel movement with 6 adjustments, 3 to position. Price, complete with Past Officers' emblem.....\$42.50

No. 2540 (not illustrated). Same as No. 2538 excepting 21-jewel movement, with 8 adjustments, 5 to position. Price, complete with Past Officers' emblem.....\$60.00

No. 2542 (not illustrated, but very similar to No. 2525)—12 size, 15 jewels. 10-K natural gold-filled case. Raised figure dial. A very dependable watch. Price, complete with Past Officers' emblem.....\$27.50

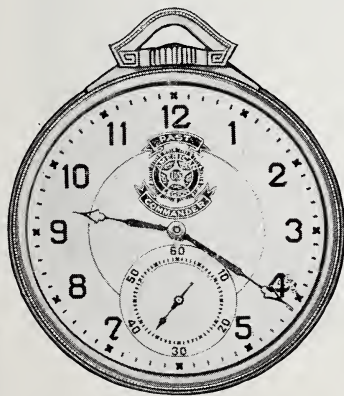
STRAP WATCHES—Each of these beautiful strap watches is furnished complete with the Past Commander, Past Adjutant, etc., emblem in colors.

No. 3802 (Illustrated below)—8/0 size, 7-jewel movement. 10-K natural rolled-gold plate case, with Veritas metal back. Genuine leather strap. Price, complete with Past Officers' emblem.....\$21.50

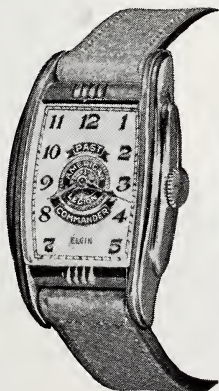
No. 3530 (Illustrated below)—15/0 size, 17-jewel movement. 10-K natural gold-filled case, which is unusually thin. Spherical dial, with raised figures. Price, complete with Past Officers' emblem.....\$42.50

No. 3505 (Illustrated below)—Lord Elgin, 15/0 size, 21-jewel movement. 14-K natural gold-filled case. Movement protected by dust-proof inner case. Curved dial. Price, complete with Past Officers' emblem.....\$55.00

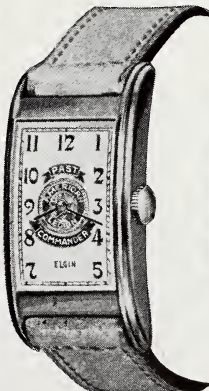
.25.



2525



3802



3505



3530



GLADSTONE BAG

No. 1699-121 Gladstone Bag. Size 24". Walrus grain cowhide in either black or brown. Good quality lining. Large double pocket with flap on front of partition, and large shirt fold on back of partition. Heavily reinforced bottom. Leather corners. Made over a heavy steel frame, and equipped with good, rugged hardware. Double-stitched straps across top of bag. Price, complete with emblem as illustrated.....\$12.95

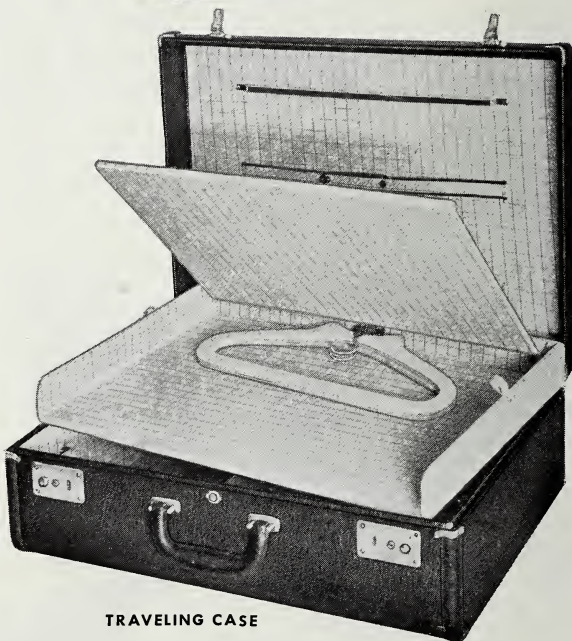


ZIPPER BAG

No. 2787-121 Zipper Bag. Size 18". Walrus grain cowhide, either black or brown. Cloth lining. Solid, round leather handles. Reinforced bottom. Zipper fastener across top and down sides. A splendid utility bag, which makes an excellent gift or prize. Complete with emblem as illustrated. Price.....\$6.50

No. 448 Traveling Case (Men's Two-Suiter)—Size 24"x18"x8½". Sturdy, basswood veneer, and covered in either black or brown moleskin, stag grain leatherette. Interior lined with fine quality linen. Removable tray which carries two suits without wrinkling. Special compartment in body for shirts, underwear, shoes, socks, etc. Tie rack in lid. Price, complete with emblem as illustrated.....\$13.95

No. 908 (not illustrated) **Men's Two-Suiter**—Size 24"x18"x8½". Same design as No. 448, excepting covered with top grain genuine cowhide, English russet leather. An exceptionally smart case, which makes an outstanding gift or prize. Price, complete with emblem.....\$23.95



TRAVELING CASE

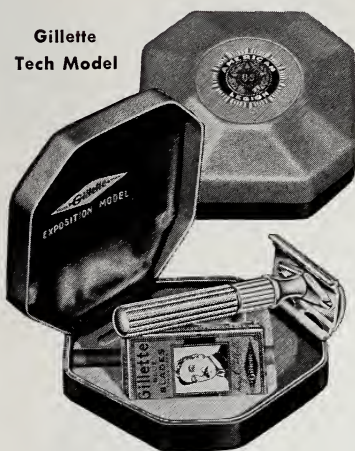
LUGGAGE

This smart new line of luggage will solve the difficult problem of "what to present" for many a Post. In addition, luggage makes an ideal personal gift, or prize award. Sturdy, beautifully made, and correctly styled, this specially selected line of luggage is particularly recommended for prize award, presentations, etc. A small, gold-plated Legion emblem, enameled in colors, is mounted near the handle, on each bag.



SAFETY RAZORS AND DRY SHAVERS

**Gillette
Tech Model**



Almost every Post, at some time or another, is faced with the problem of selecting an appropriate, practical, yet unusual award in recognition of outstanding individual service. In most instances, the problem is a difficult one, and we offer this new line of genuine Gillette products as a practical and acceptable solution. We particularly recommend the Gillette Aristocrat if the conventional type of razor is preferred. If a modern, new dry shaver is your choice, there is nothing finer than the Gillette Deluxe Dry Shaver.

Each of these special presentations carries a small, gold-plated Legion insignia beautifully enameled in colors.

GILLETTE TECH MODEL (Left)—A superior razor, with four vital improvements. Heavily gold-plated, packed in a special traveling case, with colorful Legion emblem on the cover. If you are looking for an unusual souvenir or prize award, this moderately priced razor is a "natural." Price, complete, as illustrated.89c (*Special quantity prices upon request*).

GILLETTE ARISTOCRAT (Right)—New, one-piece design, with no loose parts. A twist of the handle opens the razor to remove or replace blade. Another twist locks it in perfect position. Set consists of 24-K gold-plated one-piece razor—ten Gillette Blue Blades, with gold-plated blade box—in a special, gold-plated traveling case, velvet lined, with a gold-plated Legion emblem in colors, mounted on the face or top of the case. Price, complete with emblem, as illustrated.\$3.79



**Gillette
Aristocrat Set**

NEW GILLETTE KUMPAKT DRY SHAVER (Left)—Trim as a fine watch and as precisely built. Weighs only six ounces without cord. Convenient, easy to handle, with many advantages found in no other AC razor. Automatic starting motor. The cutter head with its four-way beard pick-up, is specially insulated against shock. Packed in a beautiful traveling case, lined with silk and velvet. A small gold-plated American Legion emblem, enameled in colors, is mounted on Shaver case. **Operates only on AC current. Fully guaranteed.** Price, complete, as illustrated. \$10.00

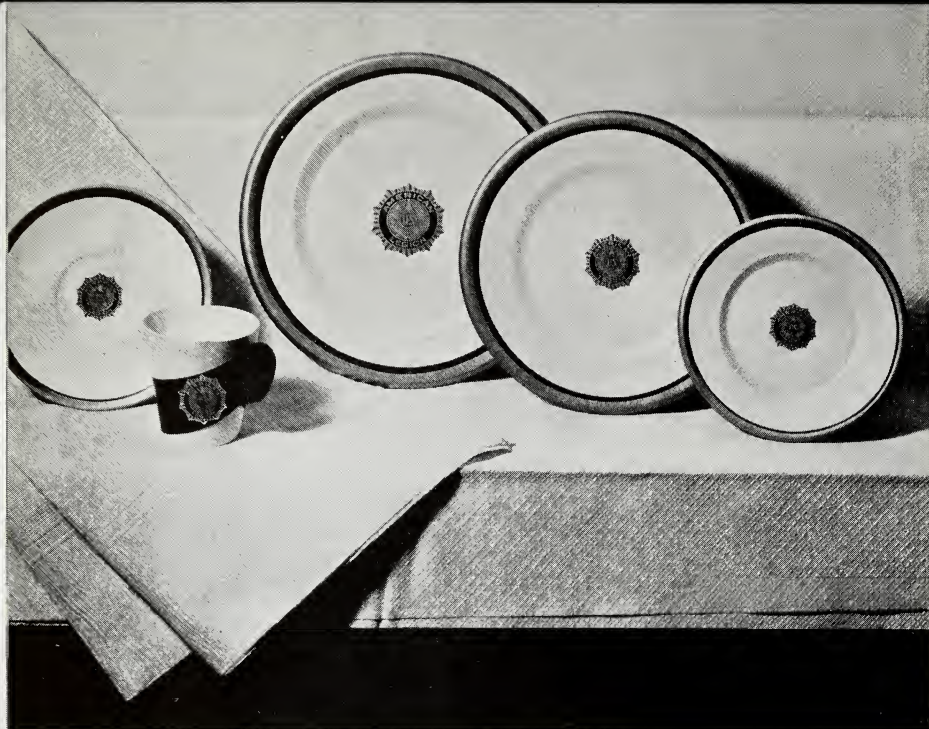


**Gillette Kumpakt
Dry Shaver
110-120-Volt
AC Only**

GILLETTE DELUXE DRY SHAVER (Right)—The most distinguished of all Dry Shavers, combining many exclusive advantages. Gillette's exclusive cutter head has no equal. Packed in an attractive metal case, covered with Textol fabric. Non-breakable mirror and wall bracket for Shaver, are included conveniences you will appreciate. A small gold-plated Legion emblem beautifully enameled in colors is mounted on the shaver case. **Fully guaranteed. Operates on either AC or DC current.** Price, complete, as illustrated. \$15.00



**Gillette DeLuxe Dry
Shaver. AC or DC.**



PAPER DISHES... at New Reduced Prices!

● This brand new assortment of paper dishes is just the thing for Post banquets, pot-luck dinners, luncheons, picnics, etc. Splendid, too, for your own personal use at home, entertaining Legion friends. Each piece carries an attractive blue and gold border, with the Legion emblem faithfully reproduced in colors, as illustrated.

GUARANTEE: Made of the finest materials, each piece is an exclusive Legion design, closely resembling actual china. Each piece is guaranteed absolutely free of any paper odor or taste. The hot drink cups are, in addition, guaranteed to hold any liquid, hot or cold, for an indefinite period.

PRICES

SPECIAL OFFER—

A 21-piece service for four persons, will be mailed for 25c (stamps or coin). Set consists of 4 dinner plates, 4 luncheon plates, 4 napkins, 1 small table cover, 4 cups and 4 saucers.

| | Per Doz. | Per 100 |
|--|----------|-------------------------|
| No. 4—Hot drink cups with patented handle.... | \$0.19 | \$1.25 |
| No. 7—Saucers..... | .10 | .70 |
| No. 8—Luncheon plate, 8" diameter..... | .12 | .85 |
| No. 9—Dinner plate, 9" diameter..... | .14 | .95 |
| No. 10—Napkins, plain white, no emblem..... | .03 | .18 |
| No. 11—Table cover, small, size 40" x 40", plain white, no emblem..... | .40 | Less than 12 4c each |
| No. 12—Table cover, large, size 54" x 72", plain white, no emblem..... | .85 | 10c each |





Uniforms • Equipment

CAPS • SHIRTS • TIES • RAINCOATS



COAT

CAPE

RAINCOATS

These genuine Alligator (guaranteed waterproof) raincoats are cut along military lines. A $1\frac{1}{4}$ " silk-embroidered Legion emblem is applied to each of the detachable shoulder straps, the removal of which instantly makes the coat appropriate for civilian wear.

Here is the ideal protection for band and drum and bugle corps and firing squad uniforms. Hundreds of Posts have invested substantial sums in special uniforms, and these should have adequate protection at all times.

SPECIFICATIONS:

MATERIAL—Genuine Alligator guaranteed waterproof material.

COLOR—Dark blue.

STYLE—Full military cut, with detachable shoulder straps, military collar and belt.

SIZES—36, 38, 40, 42, 44, 46.

DELIVERY—One week, guaranteed.

Unconditionally guaranteed not to stick, peel or crack, and not affected by heat or cold.

NOTE—In ordering, be sure to specify complete list of sizes.

PRICE \$9.75 each, postpaid

Special quantity prices upon application.

RAIN CAPES

This genuine Alligator cape affords the ideal protection for bands, drum corps, etc., as it provides complete protection for the individual instruments. Full cut to insure sufficient sweep to provide proper protection for lower part of body, and also to provide ample room for various band instruments. Made with military collar, with $1\frac{1}{4}$ " silk-embroidered Legion emblem on each side. This moderately priced rain cape is necessary equipment for every Legion band and drum corps.

SPECIFICATIONS:

MATERIAL—Genuine Alligator guaranteed waterproof material.

COLOR—Dark blue.

STYLE—Military collar, full sweep for adequate protection.

SIZES—Small, medium and large.

DELIVERY—One week, guaranteed.

Unconditionally guaranteed not to stick, peel or crack, and not affected by heat or cold.

NOTE—In ordering, be sure to specify complete list of sizes.

PRICE \$4.95 each, postpaid

Special quantity prices upon application.



SS/W—Legion sweat shirt. Heavy-weight cotton, fleece lined sweat shirt. Made in two colors, white and Legion blue. The American Legion emblem is imprinted on each shirt in colors. Available in all sizes, from 34 to 46 inclusive. In ordering, be sure to specify color and size. *One-week delivery.*

Price—Single shirts, each\$1.35
Per dozen14.40



750-Z—Cossack style zipper jacket. Made of dark blue, all wool, heavy Melton cloth, with genuine oak leather sleeves. Beautifully tailored, with careful attention to details, this is one of the best fitting and most comfortable garments of its kind ever made. The four-inch Legion emblem is beautifully embroidered in silk in full colors. Made in all standard sizes. *In ordering, be sure to give chest measurement. One-week delivery.*

Price, complete with emblem, as illustrated.\$8.75

SWEATERS AND ATHLETIC JACKETS

● Durable and warm, these specially designed Legion sweaters, athletic jackets and sweat shirts are designed to render the utmost service, and to provide the maximum in comfort.

Splendid for personal use, and in addition, they make ideal equipment for firing squads, bands, drum and bugle corps, athletic teams, etc. Furnished on special order, to your individual requirements. Excellent materials and fine workmanship distinguish each of these special garments.



No. 24018—100% pure Zephyr wool, light-weight jersey turtle neck sweaters. The 4" Legion emblem, which is separately applied, is genuine silk embroidery, in full colors. Available only in Legion blue, in sizes 34 to 46 inclusive. In ordering, be sure to specify size. *One-week delivery.*

No. 24019—Same as above, excepting V-neck type.

Price—Either style, single sweaters, each\$3.50
Per dozen37.50

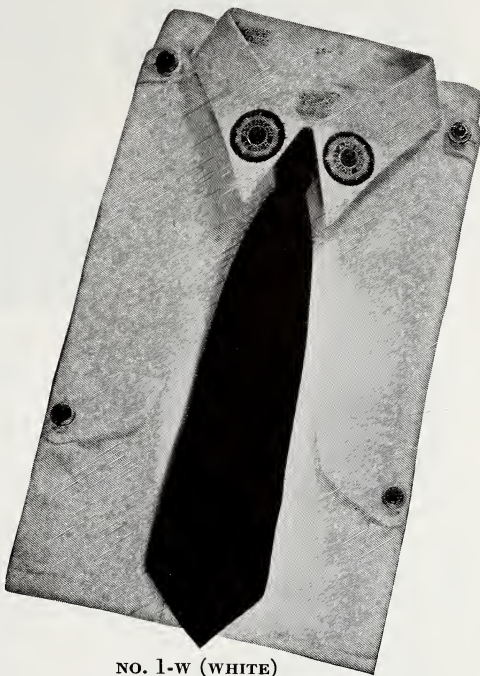




SHIRTS AND TIES

Smart, perfectly styled, and carefully made of the finest materials, these good-looking durable Legion shirts are available in two colors, Legion blue and solid white. Made with soft collar, two large button-down breast pockets and smart, military shoulder straps. Cut full to insure perfect fit and maximum comfort. The material is two-ply 80 x 80 heavy broadcloth, thoroughly pre-shrunk, and colors are guaranteed absolutely fast, not only to washing, but to sun and perspiration. The silk embroidered collar insignia are likewise absolutely fast color. The removable Legion buttons are fine quality, heavily gold-plated, beautifully enameled in colors. Made in a complete range of sizes, from 14 to and including 18, and in all standard sleeve lengths. *Be sure to specify neck size and sleeve length when ordering. Immediate deliveries.*

High-grade, durable silk ties, with embroidered Legion emblem, are to be had in three colors, Legion blue, black and gold.



NO. 1-W (WHITE)

New Reduced Prices

SHIRTS

Style 1-W—Two-ply white broadcloth shirt only, complete as illustrated.....\$2.35 each

Style 2-B—Two-ply blue broadcloth shirt only, guaranteed fast color, complete as illustrated...\$2.50 each
(TIES EXTRA—SEE PRICES BELOW)

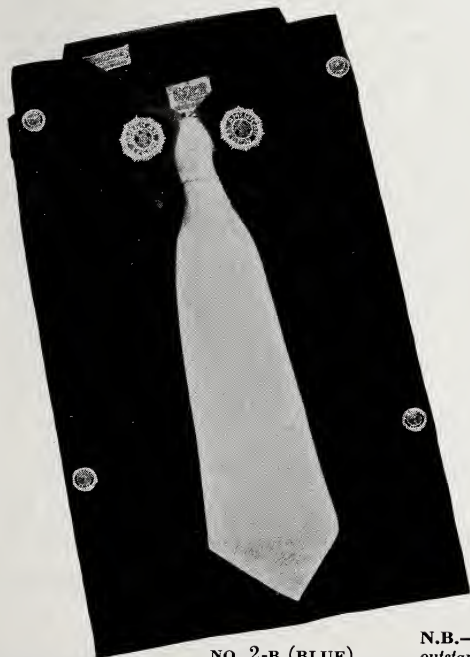
NOTE: *Be sure to specify neck size and sleeve length when ordering.*

TIES

Style B—With genuine silk embroidered $1\frac{1}{4}$ " Legion emblem applied at end of tie. Available in Legion blue, black and gold...\$0.50 each

NOTE: *In ordering, be sure to specify color.*

N.B.—*Legion shirts and ties are specially priced, and because of their outstanding value, no discount can be made, even on quantity orders.*



NO. 2-B (BLUE)

SPECIAL CAPS

Must be ordered thru Dept. Headquarters



DEPARTMENT



The above illustration shows the official all-blue County cap, with the approved method of designating the office of County Commander. Note the word "County" must be included with the officer's title. For full details, see specifications at right.



The above illustration shows the official District blue and white cap, with the official designation for the office of District Commander. Note the word "District" is eliminated, due to the fact that the cap has a special white crown which instantly identifies the wearer as a District officer. For full details, see specifications at right.



The above illustration shows the official all-white Department cap, with the approved method of designating the office of Department Commander. Note the word "Department" is not included, for the reason that the all-white cap provides instant identification as a Department officer.

By direction of the National Executive Committee (May, 1937, meeting) all orders for special County, District and Department Officers' caps must be sent through your Department Headquarters for approval and transmittal to the Emblem Division for prompt attention. In addition, definite regulations approved by the National Executive Committee govern the type of caps to be worn and also limits the use of these caps to certain present County, District and Department Officers. *Past Officers are not authorized to wear any other than the regulation, all blue cap. For full details concerning Past Officers' caps, see page 34.*

COUNTY CAPS—(See illustration above, left)—The official County Officer's cap is all blue, piped in gold, with the County name in full and state name abbreviated beneath the emblem in white silk letters. On the right hand side of the cap, the officer's title is embroidered in white silk letters. County caps are restricted and available only to the following County Officers and Assistant Officers of the same grade: **Commander, Vice-Commander, Adjutant, Treasurer or Finance Officer, Chaplain and Sergeant-at-Arms.**

DISTRICT CAPS—(See illustration above, right)—The official District Officer's cap is blue and white, with the District designation in full and state name abbreviated beneath the emblem on the left hand side, in gold silk letters. On the right hand side of the cap the officer's title is embroidered in gold silk letters. District caps are restricted and available only to the following District Officers and Assistant Officers of the same grade: **Commander, Vice-Commander, Adjutant, Treasurer or Finance Officer, Chaplain and Sergeant-at-Arms.**

DEPARTMENT CAPS—(See illustration above, center)—The official Department Officer's cap is all white, with the State name in full on the left beneath the emblem, in gold silk letters. Post numerals are optional. On the right hand side, the officer's title is embroidered in gold silk letters. Department Officers' caps are restricted and available only to the following Department Officers and Assistant Officers of the same grade: **Commander, Vice-Commander, Adjutant, Treasurer or Finance Officer, Chaplain and Sergeant-at-Arms.**


PRICES Postpaid

County Caps (without officer's title).....\$2.35 each
 District Caps (without officer's title)..... 2.35 each
 Department Caps (without officer's title)..... 2.35 each
 NOTE—Embroidered officers' titles 4c per letter (not word) additional. As an example, Commander, 36c extra; Vice-Commander, 52c extra, etc. Two-week delivery.

MUST BE ORDERED THRU DEPARTMENT HEADQUARTERS



POST CAPS

 The regulation blue Post cap is now available at new reduced prices, yet with no change in the high quality and workmanship standards which have always been rigidly maintained.

The emblem, lettering and piping are pure silk. The sweat bands are fine quality, genuine leather, and each cap is expertly tailored, to your individual requirements. This latest Legion Post cap, at the new reduced prices, is truly an outstanding value.

Made only to special order (NOT CARRIED IN STOCK), and two weeks are normally required for delivery. In ordering, read the specifications carefully, to insure your order carrying full and complete instructions, thus eliminating delays.

LETTERING (Important)

A National Convention mandate not only limits the official inscription or lettering on Post caps to two types—Style 1 and Style 2—but it further directs that this official lettering be on the left hand, emblem side of the cap, with no other lettering or inscription. Special, identifying insignia and lettering, if required, must be on the right hand, or numeral side of the cap. For full details concerning the two approved types of lettering, see the specifications set forth below.

STYLE 1 LETTERING

This approved form of inscription provides only for the Post numerals on the right hand side, and the state name in full on the left, beneath the emblem. If you are a member of John Jones Post No. 10, Chicago, Illinois, your cap, if ordered with the Style 1 form of lettering, would carry the inscription "10 Illinois." You will note that the Post name is not involved, and this style of inscription does not provide for any changes or additions.

STYLE 2 LETTERING

This approved form of inscription provides for the Post numerals on the right hand side, and town name in full with state name abbreviated on the left, beneath the emblem. Using the same illustration cited above, your cap, if ordered with the Style 2 type of lettering, would be inscribed "10 Chicago, Ill." You will note that the Post name is not included, and this style of lettering does not provide for any changes or additions.

Note: No changes or substitutions can be made in either of the above approved types of lettering. If you want embroidery in addition to either of these approved inscriptions, it is charged for extra at the rate of 4c per letter (not word) or numeral. As an example, if you want the name of your Post, in addition to either of these two approved types of lettering, it must appear on the right hand or numeral side and would be charged for extra, as indicated. The added inscription "John Jones Post" involves thirteen characters and would involve an additional charge of 52c.



DESCRIPTION

Made in two qualities—Grade A and Grade B. Both are made to the same rigid specifications, and are identical in quality and workmanship. The only difference is that the Grade B cap is unlined, and has a less expensive sweat band.

The material is 14-ounce Legion blue uniform cloth. If you want serge, it must be specified by name, for otherwise, uniform cloth caps will be supplied.

Caps are not carried in stock, but made only to special order and two weeks are required for delivery.

PRICES

STYLE 1 LETTERING

Grade B (unlined).....\$1.75
Grade A..... 1.95

STYLE 2 LETTERING

Grade B (unlined).....\$2.15
Grade A..... 2.35

NO C. O. D. SHIPMENTS. Remittance in full must accompany order.

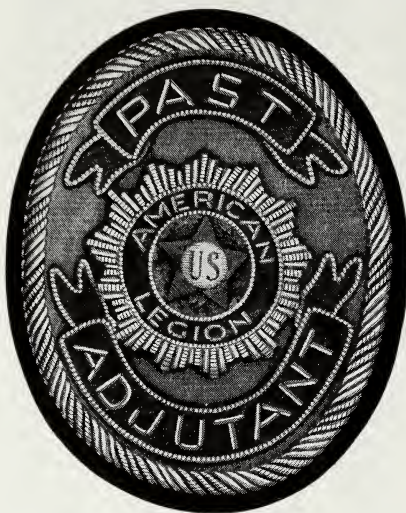
Read Carefully Before Ordering

Check your order carefully before mailing, to make sure that the following important information and data have been given:

1. Correct head-sizes must be specified in each instance—6½, 7, etc. This is important!
2. Be sure one of the two approved types of inscriptions has been specified, in either printed or typed form, to avoid errors. If additional or special embroidery is desired, give full details.
3. Make sure that you have specified quality—Grade A or Grade B.
4. **NO C. O. D. SHIPMENTS.** Remittance in full should accompany your order.



PAST OFFICERS' CAP & UNIFORM INSIGNIA



Size $2\frac{1}{8}$ " x $2\frac{5}{8}$ ". Available for all Past Post, District, Department and National officers.
PRICE \$2.50 each

This official Past Officers' cap and uniform insignia is an enlarged reproduction of the official Past Officers' lapel button. Beautifully executed in a striking combination of silk embroidery and genuine gold bullion, on a background of gold cloth.

PAST OFFICERS' CAP REGULATIONS—Recent cap regulations adopted at the May, 1937, meeting of the National Executive Committee require that all District, Department and National Officers shall, upon retirement, revert to the standard all-blue type of Post cap, with either the Style 1 or Style 2 form of inscription (see page 33), with the official Past Officers' cap insignia of the proper rank applied on the right hand side. As an example, a Department Commander, upon retiring, would discontinue using his special all-white cap, and revert to the all-blue cap, with the official Past Department Commander cap insignia applied on the right hand side. County Officers, however, are authorized to add the word "Past" to the present officers' embroidered title, on the right hand side of the special County cap.

PRESENT OFFICERS' CAP & UNIFORM INSIGNIA

Size $3"$ x $1\frac{1}{8}"$, each carries the title "Commander," "Vice-Commander," etc., in gold silk embroidery against a background of blue silk, which is the official Post color, and which, therefore, eliminates the necessity of including the word "Post." The edge or border is beautifully done in genuine gold bullion. Every American Legion Post should provide its officers with a set of these attractive Post Officers' cap and uniform insignia.

PRICE \$1.00 each

The official present officers' cap and uniform insignia is beautifully reproduced in a combination of silk embroidery and gold bullion. Each is an enlarged reproduction of the top bar on the standard Post Officers' ceremonial badge. This attractive officers' insignia is available for all Post officers, as follows:

| | | |
|------------------------|-------------------------|----------------------------|
| <i>Commander</i> | <i>Vice-Commander</i> | <i>Adjutant</i> |
| <i>Finance Officer</i> | <i>Treasurer</i> | <i>Chaplain</i> |
| <i>Judge Advocate</i> | <i>Sergeant-at-Arms</i> | <i>Historian</i> |
| <i>Service Officer</i> | <i>Athletic Officer</i> | <i>Executive Committee</i> |



This type of insignia is made only for present officers, and is not available for Past Officers. The official Past Officers' cap insignia is illustrated at top of this page.

DIVISIONAL AND SERVICE CAP INSIGNIA

Official war time division insignia, in miniature, are now available to meet the rapidly growing demand for service identification on Post caps. Beautifully silk embroidered in colors, each is a faithful reproduction of the regulation war time insignia. Special insignia have been created to designate Army, Navy and Marine Corps service.

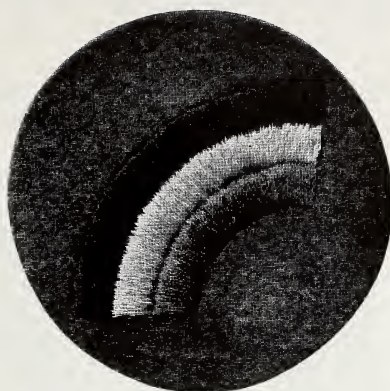
PRICES

DIVISIONAL INSIGNIA in colors, available for all war time Divisions. Size approximately two inches in diameter. Embroidered in pure silk. Army Corps and special service insignia not available. Price.....25c each

ARMY INSIGNIA incorporating the Army eagle, has been provided to indicate general Army service, where no divisional insignia is available. Two inches in diameter, embroidered in pure silk. Insignia for special branches of the service not available. Price 25c each

NAVY INSIGNIA incorporating the anchor and letters "U.S.N." have been provided to indicate Naval service. Two inches in diameter, embroidered in pure silk. Special organization and rating insignia not available. Price.....25c each

MARINE CORPS INSIGNIA reproducing the official Marine Corps emblem. Two inches in diameter, beautifully embroidered in pure silk. Special organization or rank insignia not available. Price.....25c each



DIVISIONAL INSIGNIA



NAVY INSIGNIA



ILLUSTRATING INSIGNIA APPLIED TO CAP



ARMY INSIGNIA



MARINE CORPS INSIGNIA





EMBROIDERED ATHLETIC EMBLEMS



A complete line of genuine silk embroidered Legion insignia is available. Each of the four sizes offered is mounted on blue uniform cloth background.

PRICES

EACH

| | |
|-----------------------------|--------|
| Style A—4-inch emblem..... | \$0.50 |
| Style B—2-inch emblem..... | .35 |
| Style C—6-inch emblem..... | 1.00 |
| Style D—1¼-inch emblem..... | .10 |

NOTE: 10% discount in lots of 12 or more.

JR. BASEBALL EMBLEMS

Distinctive and undeniably effective, these cleverly designed baseball uniform insignia are rapidly becoming standard equipment with American Legion Junior Baseball teams. It is 3¼" by 4¾" in size, with the three-inch American Legion emblem beautifully silk embroidered in colors. Every American Legion Junior Baseball team should be provided with these handsome, yet moderately priced insignia.

PRICE 50c each

10% discount in lots of 12 or more.



LEGION MUSIC INSIGNIA

In recognition of their splendid work, this brand new Legion music insignia (authorized by National Convention action) has been created to identify members of Legion musical organizations. All past and present members of Legion drum and bugle corps, bands, glee clubs, etc., are urged to avail themselves of this special recognition. Buttons, transfers and silk-embroidered emblems are available.

PRICES



LAPEL
BUTTON

Lapel Button—Designed to replace the standard Legion membership button. Available in three qualities.

| | |
|----------------------|--------|
| Gold-plated..... | \$0.50 |
| 10-K solid gold..... | 3.75 |
| 14-K solid gold..... | 5.00 |

Decalcomania (transfers)—Slide-off type, adaptable only for application to transparent surfaces. Available in one

size, 2½" by 3". Price each.....5c

Special prices in quantities. Minimum order 25c.

Silk-Embroidered Insignia—Size 2" x 2¼". Can be used as a cap insignia or as a shoulder emblem on uniform.

Price each.....25c

10% discount in lots of 12 or more.

THE LEGION'S UNIFORM PROGRAM!

It has been said that a uniformed Legionnaire is a permanent Legionnaire. Uniforms will, therefore, materially stabilize the membership of your Post. Get back of the Legion uniform program solidly by immediately appointing your local uniform dealer, and by organizing a Post Uniform Committee. We have outlined below a suggested uniform plan for your Post which, if followed, will achieve amazing results in even a limited time.

A PLAN FOR YOUR POST!



1. Appoint a Post uniform committee, who will select, with the approval of the Post, a local uniform dealer. Send the dealer's name directly to the Emblem Division, and we will do the rest.
2. Get your uniform committee and every Post officer into uniform, for it will do more than any other one thing to promote the sale of uniforms to your entire membership.
3. With the co-operation of your local banks, inaugurate uniform savings clubs whereby individual members can make weekly or monthly deposits until cost of the uniform has been accumulated.
4. Publicize your uniform program through local newspapers, radio stations, etc. Periodically send bulletins or postal cards to your entire membership reporting on your program.

Special Note: Certain Departments because of existing uniform contracts, are continuing their own individual uniform programs. If your Post is not informed on this point, write your Department Adjutant, or State Uniform Chairman for full details.

UNIFORM SPECIFICATIONS:

The official Legion uniform is two piece, consisting of a military style coat with trousers to match.

Details—Material: 14½ to 15-ounce blue serge, moth-proofed and cold water shrunk, or tropical worsted (light weight), or Legion blue Palm Beach. Trimmings: Each uniform is furnished complete with state seal on left shoulder, two 1¼" silk embroidered Legion collar emblems, one on each lapel, and gold-plated American Legion uniform buttons, enameled in colors.

PRICE—Standard weight (14½-15½-oz.) serge, complete with belt as illustrated.....\$28.00
Tropical worsted (light weight), complete with belt as illustrated..... 27.00
Palm Beach, complete with belt as illustrated..... 21.00

NOTE—Caps, metal Post numerals, special embroidery, Sam Browne belts, etc., extra if desired, at small additional cost.

Uniforms are not sold direct by the Emblem Division—they must be ordered by the local uniform dealer to be appointed by your Post. In each instance, the regulation Legion uniform conforms strictly to your state uniform specifications, insofar as state shoulder seals, and individual stripings and markings are concerned.

If your Post has any special problems in its uniform program, or if you want additional informa-

tion, write directly to the Uniform Department at National Headquarters, who will give your problem individual study, and special assistance will be rendered without charge.

. 37 .





Regulation Officer's Badge

OFFICERS' BADGES

The Legion's ceremonial badge for officers is made in two sizes—regulation and miniature. Officers' ceremonial badges play an important part in the approved initiation ceremony and each Legion officer should provide himself with an appropriate badge.

Both the regulation and miniature size badges are available for all Post, County, District and Department officers, as set forth below:

| | |
|------------------------|-------------------------|
| <i>Commander</i> | <i>Sergeant-at-Arms</i> |
| <i>Finance Officer</i> | <i>Athletic Officer</i> |
| <i>Judge Advocate</i> | <i>Adjutant</i> |
| <i>Service Officer</i> | <i>Chaplain</i> |
| <i>Vice-Commander</i> | <i>Historian</i> |
| <i>Treasurer</i> | <i>Exec. Committee</i> |

In ordering, be sure to specify size, office and rank.

PRICES

| | |
|--|--------|
| Gold-plated Officer's badge, regulation size..... | \$1.00 |
| Gold-plated Officer's badge, miniature size..... | .75 |



Miniature Officer's Badge

YEAR BARS

(For Officers' and Members' Badges)—Both miniature and regulation size year bars are available for officers' and members' badges.

Regulation Size Year Bars

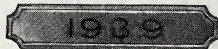
| | |
|------------------|-------------|
| Gold-plated..... | \$0.35 each |
| 10-K gold..... | 1.50 each |
| 14-K gold..... | 2.50 each |

Miniature Size Year Bars

| | |
|------------------|-------------|
| Gold-plated..... | \$0.25 each |
| 10-K gold..... | .75 each |
| 14-K gold..... | 1.00 each |



Miniature Bar



Regulation Bar

MEMBERS' BADGES

Members' ceremonial badges are identical with the officers' type with the exception of the title bar, which is eliminated. Splendid identification for Post meetings, gatherings, etc. Available in both regulation and miniature size.

The regulation size member's ceremonial badge is particularly recommended for Post turn-outs and meetings, public gatherings, parades, etc. The miniature member's ceremonial badge has been designed primarily to be worn in connection with miniature decorations, campaign medals, and for more formal types of identification.

PRICES

| | |
|---|-----|
| Gold-plated member's badge, regulation size..... | 75c |
| Gold-plated member's badge, miniature size..... | 50c |

.38.



Miniature Member's Badge



Regulation Member's Badge

Medals, Trophies and Awards

PRIZE CUPS

Prize cups are still preferred by many as the ideal award. Here are two unusually popular types of cups, both of which are available in a variety of sizes, at a wide price range. The prices quoted include a bakelite pedestal and separately applied American Legion emblem, which is beautifully enameled in colors. No "extras," excepting engraved inscription, which can be furnished in plain, block letters at an additional charge of 5c per letter (not word) or numeral. Submit all engraving instructions in typed or printed form. *Two-week delivery.*

| PRICES | HEIGHT INCLUDING PEDESTAL | PRICE |
|-------------|------------------------------|---------|
| T30/5..... | 7½" | \$ 4.65 |
| T30/6..... | 9½" | 5.90 |
| T30/8..... | 11½" | 7.15 |
| T30/10..... | 13¾" | 8.65 |
| T30/12..... | 16½" | 11.25 |

| | HEIGHT INCLUDING PEDESTAL | PRICE |
|-------------|------------------------------|---------|
| T12/5..... | 7½" | \$ 5.90 |
| T12/7..... | 10½" | 7.15 |
| T12/9..... | 12" | 9.65 |
| T12/11..... | 15½" | 12.25 |
| T12/13..... | 18" | 14.25 |
| T12/15..... | 19" | 20.50 |

NOTE: No C. O. D. orders. Remittance in full must accompany order.

.39.



T30 SERIES



T12 SERIES



TROPHIES

Here is a distinctive group of unusual sport trophies which lend themselves to virtually every type of award. The figures are interchangeable, and in addition to those illustrated, figures symbolic of practically every other sport event are available. Those most in demand are listed below, but if the figure which you want is not listed, specify it, for in all probability, it can be supplied. The price quoted includes the complete trophy as illustrated, with a separately applied Legion emblem, which is beautifully enameled in colors. No "extras," excepting engraved inscription which can be supplied in plain, block letters at an additional charge of 5c per letter (not word) or numeral. All engraving instructions should be submitted in typed or printed form. *Two-week delivery.*

ADDITIONAL FIGURES AVAILABLE

| | |
|-------------------|----------|
| Baseball | Pistol |
| Basketball | Rifle |
| Bowling | Soccer |
| Boxing | Softball |
| Golf | Swimming |
| Horseshoe Pitcher | Tennis |
| Ice Skater | Track |
| Outboard Motor | |

PRICES

| | HEIGHT INCLUDING FIGURE | PRICE |
|--------------|----------------------------|---------|
| T-941 Trophy | 11 $\frac{3}{4}$ " | \$ 8.50 |
| T-942 Trophy | 13 $\frac{1}{4}$ " | 9.25 |
| T-943 Trophy | 14 $\frac{3}{4}$ " | 9.75 |
| T-947 Trophy | 28" | 12.50 |
| T-937 Trophy | 10" | 5.75 |
| T-938 Trophy | 11" | 6.50 |
| T-939 Trophy | 12" | 7.50 |

NOTE: No C. O. D. shipments. Remittance in full must accompany order.

.40.





T845



T714



T855

TROPHY SHIELDS

Trophy shields offer the solution to the difficult or unusual presentation. Here are three distinctive trophies, each of which are made in a series of three sizes each. Prices quoted include the complete trophy as illustrated, with an applied American Legion emblem beautifully enameled in colors. There are no "extras" excepting engraved inscription (if wanted), which can be furnished in plain block letters at an additional charge of 5c per letter (not word) or numeral. When ordering, specify the complete trophy number, and submit the inscription in typed or printed form. *Two-week delivery.*

PRICES

T-855 Trophy Shield—Solid walnut, 9" high by 6½" wide; metal (silver-plated), 6" high by 4½" wide.....\$ 8.50

T-856 Trophy Shield (Not Illustrated)—Same as above, but with over-all dimensions of 12" high by 8¾" wide; metal, 9" high by 6½" wide.....\$10.50

T-857 Trophy Shield (Not Illustrated)—Same as T-855, but with over-all dimensions of 15" high by 11" wide; metal, 11¼" high by 8¾" wide...\$13.00

T-845 Trophy Shield—Solid walnut, 9½" high by 6½" wide; metal (silver-plated), 7" high by 4½" wide.....\$ 6.25

T-846 Trophy Shield (Not Illustrated)—Same as above, but with over-all dimensions of 12½" high by 8¾" wide; metal, 9" high by 6" wide...\$ 8.00

T-847 Trophy Shield (Not Illustrated)—Same as T-845, but with over-all dimensions of 16" high by 11" wide; metal, 11¼" high by 7½" wide...\$10.50

T-714 Trophy Shield—Solid walnut, 10¼" high by 8¼" wide; metal (silver-plated), 7¼" high by 5½" wide.....\$ 9.50

T-715 Trophy Shield (Not Illustrated)—Same as above, but with over-all dimensions of 12½" high by 10¼" wide; metal, 8½" high by 6½" wide.....\$11.00

T-716 Trophy Shield (Not Illustrated)—Same as T-714, but with over-all dimensions of 14¾" high by 12" wide; metal, 10½" high by 8" wide \$13.00

NOTE—No C. O. D. shipments. Remittance in full must accompany order.





ATHLETIC MEDALS (Small)

● Miniature prize medals are becoming increasingly popular because of their utility. The medal proper can be detached from the ribbon hanger, and worn as a charm or watch fob. This unusual assortment of miniature athletic medals

includes both the standard, as well as panel type, which has interchangeable panels, depicting practically every athletic event.

PANEL TYPE

● Here are three unusual panel type miniature medals, all of which can be furnished with any one of the following panels. If the particular one which you require is not listed, specify it, for in all probability it is available.

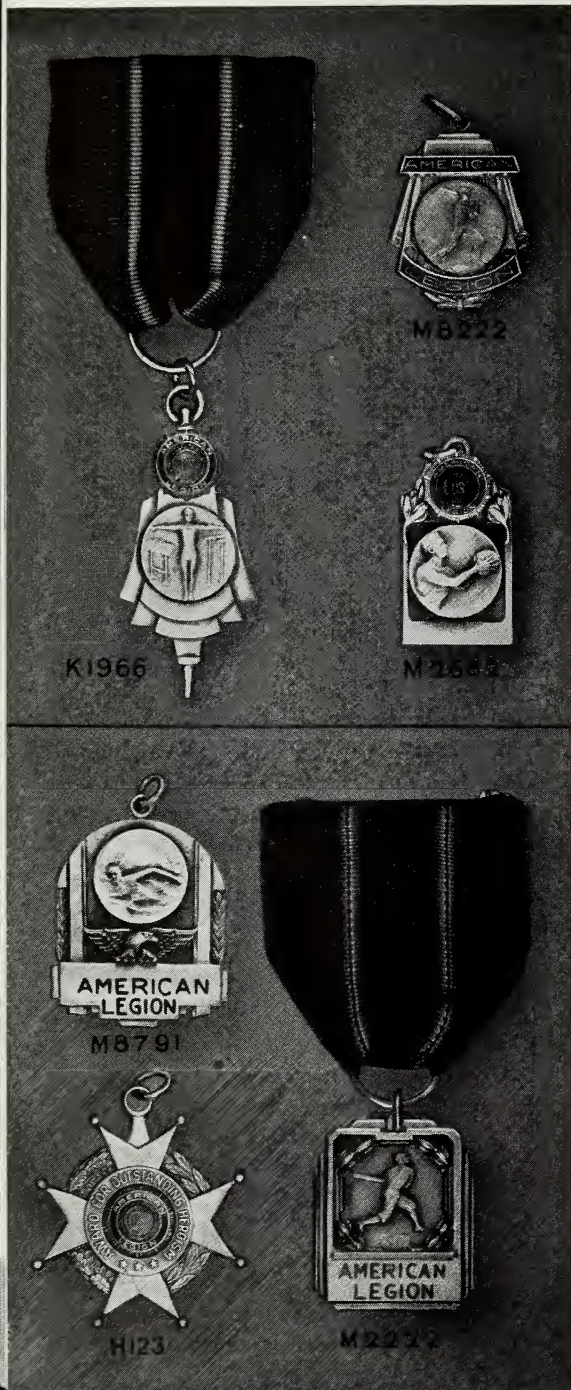
| | |
|----------------|---------------|
| Track Events | Pistols |
| Baseball | Soccer |
| Basketball | Tennis |
| Bowling | Water Sports |
| Boxing | Winged Foot |
| Checkers | Winter Sports |
| Crossed Rifles | Wrestling |
| Golf | |

Each medal is mounted on an American Legion ribbon hanger, as shown in the illustration of Medal K-1966. Each is packed individually in a suitable presentation box. In ordering, specify medal number, and be sure to indicate panel desired. *Ten-day delivery.*

STANDARD TYPE

● For those who prefer the standard one-piece type of medal, we recommend particularly Medal M-2222 illustrated on the ribbon hanger. Although the medal illustrated is for baseball, this same medal is available with an appropriate center design for practically all of the major awards listed above for panel type medals. In place of the usual Legion emblem the name "American Legion" is substituted on this and Medal M-8791. We particularly recommend that these medals be used where prize appropriations are limited.

| PRICES | Bronze | Sterling | Gold-Filled |
|-------------|--------|----------|-------------|
| K-1966..... | \$1.00 | \$1.25 | \$2.00 |
| M-8222..... | 1.10 | 1.50 | 2.25 |
| M-2632..... | 1.10 | 1.50 | 2.25 |
| M-8791..... | .90 | 1.25 | 2.35 |
| H-123..... | 1.05 | 1.80 | 3.30 |
| M-2222..... | .85 | 1.25 | 2.00 |



SCHOLARSHIP AND ESSAY MEDALS AND CHARMS (Small)

MEDALS

The sponsoring of essay and scholarship contests is a most commendable civic activity, which more and more Posts are undertaking each year. These miniature essay and scholarship medals provide a most suitable award at the utmost economy. Each of these miniature medals is furnished complete with Legion ribbon hanger, as shown in the illustration of Medal H-234, and packed individually in a special presentation box.

| PRICES | Bronze | Sterling | Gold-Filled |
|-------------|--------|----------|-------------|
| H-225..... | \$1.10 | \$1.75 | \$3.25 |
| H-234..... | 1.10 | 1.75 | 3.25 |
| M-2084..... | 1.00 | 1.50 | 2.25 |

NOTE: Engraving 5c extra per letter (not word) or numeral.

CHARMS

The five miniature charms illustrated at the right in the bottom section of the panel make ideal awards because of their utility. Each is mounted on a special Legion ribbon hanger, similar to Medal H-234. In addition to essay and scholarship charms, a R.O.T.C. and music charm are now available, Nos. H-675 and H-777 respectively. Each of these miniature charms is packed in an individual presentation box.

| PRICES | Bronze | Sterling | Gold-Filled |
|------------|--------|----------|-------------|
| H-867..... | \$1.05 | \$1.75 | \$2.75 |
| H-1..... | 1.00 | 1.60 | 2.60 |
| H-31..... | 1.25 | 1.75 | 3.00 |
| H-675..... | 1.05 | 1.75 | 2.75 |
| H-777..... | 1.05 | 1.75 | 2.75 |



M2084



H 225



H234



H867



H1



H31



H777

H675

NOTE: Engraving 5c extra per letter (not word) or numeral.



ATHLETIC AND PRIZE MEDALS (Large)

Here are five distinctive prize medals and awards, four of which provide for interchangeable panels which make them adaptable for virtually every athletic event. Panels for almost every athletic contest are available, and those most in demand are listed below. If the particular one which you desire is not listed, specify the event, and an appropriate panel will be furnished. Medal M-587 is a brand new design, specially created for award to musical organizations, drum and bugle crops, etc. *Ten-day delivery.*

Panels Available for Medals
H-111, H-213, H-215, H-333

| | |
|----------------|-----------|
| Baseball | Pistols |
| Basketball | Soccer |
| Bowling | Sprinter |
| Boxing | Runner |
| Crossed Rifles | Tennis |
| Golf | Wrestling |

PRICES

| | BRONZE | STERLING | GOLD-FILLED |
|----------------------------|--------|----------|-------------|
| M-587..... | \$0.90 | \$1.65 | \$3.50 |
| H-111..... | 1.25 | 1.75 | 3.25 |
| H-213..... | 1.25 | 1.75 | 3.25 |
| H-215* (See Footnote)..... | 1.25 | 1.75 | 3.25 |
| H-333..... | 1.25 | 1.75 | 3.25 |

NOTE: Engraving 5c extra per letter (not word) or numeral.

* Unless otherwise specified, this medal furnished with year date 1940 as shown in the illustration. As a precaution, it is recommended that the year date desired be specified in ordering.

.44.



M 587



H 213



H 215



H 111



H 333



F-187



F-379



F-485



M-1435



M-56

SCHOLARSHIP AND ESSAY MEDALS (Large)

Here is an unusual selection of essay and scholarship medals for those who prefer the larger type of award. The great variety of design and wide price range makes selection easy. All medals individually boxed and furnished complete with ribbon hanger, as shown in the reproduction of medal F-379.

PRICES

| | BRONZE | STERLING | GOLD-FILLED |
|-------------|--------|----------|-------------|
| F-485..... | \$1.25 | \$2.00 | \$3.50 |
| F-187..... | 1.25 | 2.00 | 3.50 |
| F-379..... | 1.50 | 3.10 | 6.00 |
| M-1435..... | 1.10 | 1.75 | 3.50 |
| M-56 | 1.10 | 1.75 | 3.25 |

NOTE: Engraving 5c extra per letter (not word) or numeral.





SCHOOL AWARD MEDALS

● The official American Legion school award medal is for annual award in public and private schools, to the boy and girl in the graduating class who best represents those qualities of character and ability which, if cultivated, are calculated to result in better citizenship. Now for the first time, the American Legion school award medal is available in two sizes, large and small. At the bottom of the page, the obverse side of both the boy's and girl's large size medal is illustrated. The reverse side of the medal, which is not illustrated, is equally attractive, and sets forth the basis of award.

DETAILS

Made of solid bronze, beautifully finished, the award is made on the basis of 20% for each of the following qualities:

BOYS: Honor, Courage, Scholarship, Leadership, Service.

GIRLS: Courage, Companionship, Character, Service, Scholarship.

METHOD OF AWARD: Your Post will select the boy or girl who is to receive the award, after

consultation with the teachers and the members of the graduating class, who will vote separately on the five qualifications as set forth above in the basis of award.

Each medal is furnished complete as illustrated, including a small lapel button for the boys and a small brooch for the girls, together with an engraved certificate, which your Post will have filled in locally.

LARGE SIZE MEDALS



BOY'S



GIRL'S

Large size boy's medal, complete with lapel button and engraved certificate.....**\$2.25**

Large size girl's medal, complete with small brooch and engraved certificate.....**\$2.00**

SMALL MEDALS

The illustration at the right shows the new school award medals in exact size. They are identical in design with the large size medals, both on the obverse and reverse sides. Awarded on the same identical basis as the large size medal. Each miniature medal is packed in an attractive leatherette presentation case, and furnished complete with the same certificate which is supplied with the large size medal.

PRICES:

Small size boy's medal, complete with presentation case and engraved certificate.....\$1.35

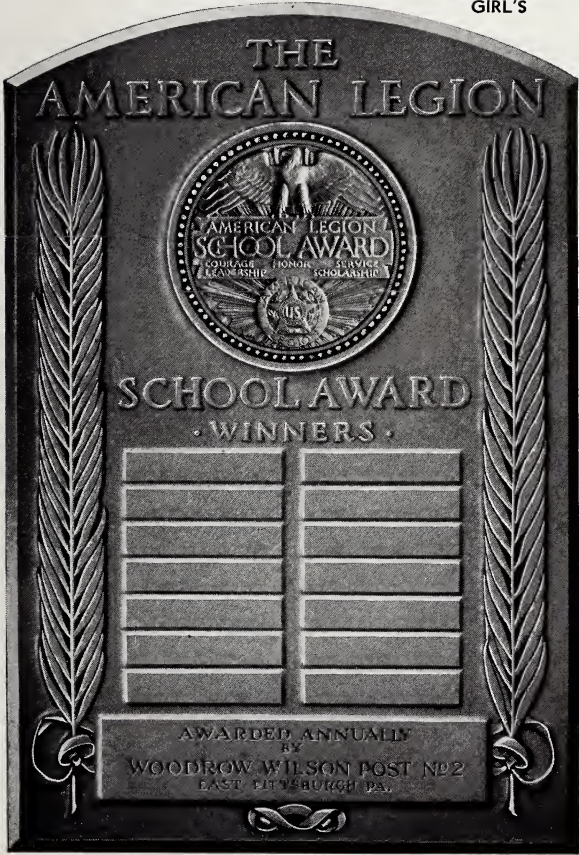
Small size girl's medal, complete with presentation case and engraved certificate.....\$1.15



GIRL'S



BOY'S



SCHOOL AWARD PLAQUES

Size 8" x 12", this all-metal school award plaque is beautifully finished in satin bronze. Fourteen blank panels are incorporated in the design, each to carry the name of a boy or girl winner for fourteen years. Specially priced, there is nothing which will so effectively stimulate interest in your school award plan as the presentation of one of these beautiful plaques to your local school. The price quoted includes the name and number of your Post, and your town and state location.

PRICE:

Complete.....\$11.50
No C.O.D. shipments.

NOTE: Engraving on panels 5c extra per letter or numeral.





BRONZE MEMORIALS

● Genuine cast bronze memorial tablets, designed and made to your special requirements, are available at exceptionally fair prices. In requesting quotations, give as much information as possible, including the approximate size tablet, the number of names to be included, the general inscription, and some preference as to design and general characteristics.

BRONZE WALL PLAQUES—In addition to bronze memorials, bronze wall plaques can be made to your special order, in several different sizes, and at a wide range of prices. Sketches and special quotations will be submitted upon request.

TREE MARKERS—Several different types of tree markers can be furnished at very moderate prices. Sketches and special quotations upon application.

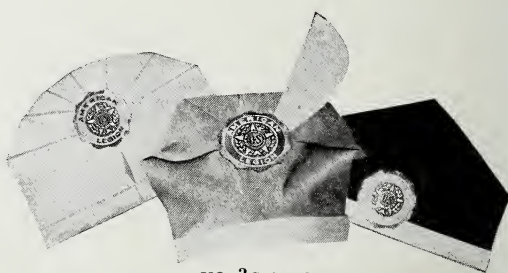
PARTY NOISEMAKERS

● To assist entertainment committees, we have arranged this year for a complete assortment of American-made noisemaking devices—rattles—ratchets, etc.—all in attractive colors. These are packed in assortments of 50 and 100. Just the thing to enliven Post parties.

PRICES—Assortment of 50 . . . \$2.75 Assortment of 100 \$5.00

PAPER CAPS

● Here is a carefully selected assortment of novelty paper hats, which have been designed especially for the use of Legion Posts. Immediate delivery of all styles. If your requirements are of a special nature, samples and prices on application.



NO. 3C CAPS

PRICES

No. 3C—Made in three different styles as illustrated, in a number of color combinations. This cap is particularly adapted for mixed gatherings. Each bears a three-inch printed reproduction of the Legion emblem in colors. Specially priced for sale in quantities and no orders accepted for less than one hundred caps. \$3.75 per hundred.

No. 7—Crepe paper overseas cap with three-inch printed Legion emblem in colors. Caps furnished in either blue or khaki. Specially priced for sale in quantities and no orders accepted for less than one hundred pieces. \$4.50 per hundred.



NO. 7 OVERSEAS

Post Supplies

BADGES • OFFICERS' RECORDS • SIGNS



PRINTING CUTS



Electrotypes, reproducing the Legion emblem in one, two and three colors, have been prepared for the convenience of Posts in printing letterheads, notices, etc. Larger cuts furnished on special order.

PRICES

| | 1 COLOR | 2 COLORS | 3 COLORS |
|------------------------|------------|-------------|-------------|
| AL-1 Size ½ inch..... | \$0.30 | \$0.55 | \$0.90 |
| AL-2 Size ¾ inch..... | .30 | .55 | .90 |
| AL-3 Size 1 inch..... | .30 | .55 | |
| AL-4 Size 1¼ inches... | .30 | | .90 |

| | 1 COLOR | 2 COLORS | 3 COLORS |
|------------------------|------------|-------------|-------------|
| AL-5 Size 1½ inches... | \$0.30 | \$0.55 | |
| AL-6 Size 2 inches... | .35 | .75 | |
| AL-7 Size 3 inches... | .50 | | \$1.35 |
| AL-8 Size 5 inches... | .85 | 1.75 | |

LEGION AIRS (Song Books)

Legion Airs contains the words and music of almost one hundred popular war time songs. Compiled expressly for American Legion Posts, it fills a long felt need for an authentic and convenient collection of the songs which were popular at home and overseas during the war. Every American Legion Post should have at least one copy of this unique book.

PRICE \$1.00 per copy, postpaid

EMBLEM TRANSFERS



Decalcomania (window transfers) of the double duty type, which can be applied front or back, to transparent or solid surfaces, are available in a variety of sizes. Faithfully reproducing The American Legion emblem in colors, these attractive transfers are just the thing for auto windshields, doors and windows of Post Headquarters, drum heads, flag cases, etc. Minimum order 25c.

PRICES

| | |
|--------------|----------|
| 1¼ inch..... | 2½c each |
| 3 inch..... | 5c each |
| 6 inch..... | 10c each |
| 9 inch..... | 25c each |

NOTE: Special prices in quantities of one hundred or more.



SEAL PRESSES

One of these durable, practical seal presses should be part of the equipment of every American Legion Post. They are available in two styles—the conventional standard desk type, which is illustrated, and a smaller, pocket type, which can be carried conveniently from place to place. Your Post needs one of these official seal presses in executing important documents and official papers. Also serves as an excellent check protector. Price quoted includes complete seal with die cut extra deep to insure a clean-cut impression.

PRICES

Desk type.....\$4.50

Pocket type..... 4.50

F. O. B. Washington, D. C.

NOTE: Be sure to specify Post name and number when ordering. Remittance must accompany order. Two-week delivery.

FACSIMILE IMPRESSION ACTUAL SIZE →



MANUAL OF CEREMONIES

The American Legion Manual of Ceremonies will solve the problem of making your Post meetings interesting. It tells you the proper way to open and close meetings; how to conduct Post funerals; what to do on Memorial Day and a score of other things that will help you immensely. The Manual of Ceremonies is available in bound book form,

printed on antique paper with special heavy cover printed in three colors. Each Post and Department officer should secure a copy for personal use and reference.

PRICES: Single copies.....25c each
6 or more copies.....15c each



FLASHLIGHTS AND LIGHTERS (Miniature)

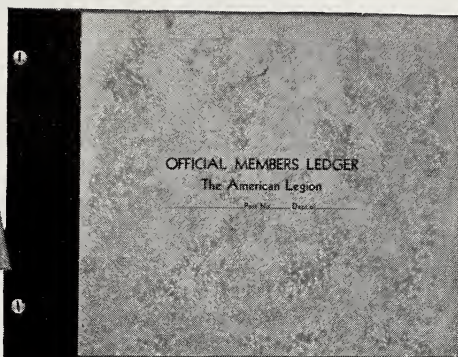
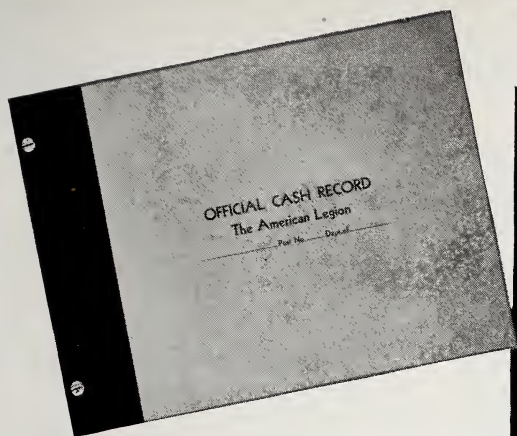
This smart new miniature pocket flashlight is convenient beyond words for providing illumination in emergencies. Here's a practical little "gadget" which has the characteristics of a fine piece of jewelry. Just the thing to carry in your vest pocket or attached to a watch chain. Ideal for souvenirs, prizes and special gifts. Furnished in attractive assorted colors with an etched outline reproduction of the Legion emblem.

PRICES: (postpaid)
Single flashlights.....35c each
12 or more flashlights.....30c each

Here's another appropriate gift or souvenir. Efficient yet moderately priced, these miniature lighters are available in a great variety of color combinations with an etched outline reproduction of the Legion emblem on the cap. Try these good looking, dependable little lighters the next time you purchase souvenirs or prizes.

PRICES:
Single lighters 25c each
Lots of 12-99 (assorted colors) . . . 20c each
100 or more (assorted colors) . . . 15c each





ACCOUNTING RECORDS

Convenient to use and extremely simple to maintain, these standard accounting records will provide a correct and permanent membership and finance record of your Post. Equipped with light, yet substantial press board binders, they are extremely easy to handle. Simple, easy-to-follow instructions are furnished with each set.

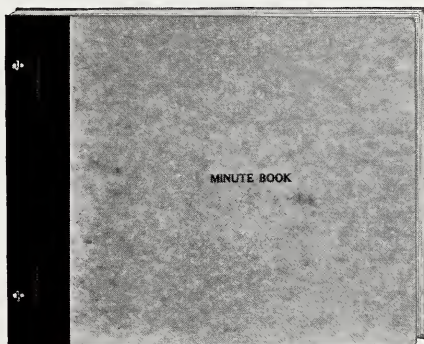
PRICES

Set No. 1—for a Post of 100 members, \$3.75 complete
 Set No. 2—for a Post of 150 members, 4.50 complete
 Set No. 3—for a Post of 200 members, 5.25 complete
 Set No. 4—for a Post of 250 members, 6.00 complete
 Set No. 5—for a Post of 300 members, 6.75 complete
Larger sets priced upon application. Additional filler sheets, 1½¢ each.

MINUTE BOOK

A permanent record of your Post meetings is of great importance. This standard loose leaf minute book will very conveniently provide such a record with a minimum of trouble and expense. The filler sheets are unruled, so that entries can be made in long-hand or with a typewriter. Bound with a light, yet substantial press board binder, with one hundred filler sheets, printed on high-grade ledger stock.

PRICE, each, complete \$1.25
Additional filler sheets, 1¢ each.



BRIEF CASE

Here is a durable, genuine leather portfolio, so designed that it is ideal for use by Legion officers, Committee Chairmen, etc. Available in two types, both specially priced. Just the thing for use by Post officers in transporting records, correspondence, etc., to and from meetings. Both cases are expertly made of the best materials. The prices quoted include a separately applied Legion emblem.

If you remit in full with your order, your name and Post number will be stamped in gold above and below the insignia, at no additional charge. Be sure to type or print lettering desired.

Style L-1 (Illustrated at right)—Genuine leather, all-around zipper, and disappearing handles. The smaller illustration shows the case opened flat, with the two individual handy pockets. Brown only. Price . . . \$6.95

Style L-2 (Not illustrated)—Very similar to Style L-1, with all-around zipper, but of the envelope type. A practical case for correspondence, etc. No handles—designed for under-arm carrying. Brown only. Price \$3.50



SIZE 15 INCH





**WELCOME
SHAMOKIN, PA.**



**DRIVE
CAREFULLY
LINCOLN
POST 73**

STYLE No. 3
Size—20" wide x 30" high

**DRIVE
CAREFULLY**



**PROTECT
OUR CHILDREN**

STYLE No. 1
Size—14" wide x 20" high

SAFETY SIGNS

These three special safety signs—each an exclusive Legion design—lend themselves perfectly to the safety campaigns which thousands of Posts throughout the country are sponsoring. Genuine porcelain enamel, over a steel base, these striking safety signs are absolutely impervious to the elements, exposure, etc., and will last indefinitely. Each is made with white porcelain background, with the inscription in a combination of vivid red and blue porcelain enamel. The Legion emblem is beautifully reproduced in full colors. Made with special eyelets to permit of economical and speedy erection on standard channel iron posts, which can be purchased locally.

Here at last is a durable, permanent, yet moderately priced safety sign, of which every American Legion Post can be justly proud.

PRICES

Style No. 1—Size 14" wide x 20" high, sign only, in 5 colors, as illustrated.....\$2.00 each

Style No. 2—Size 20" wide by 24" high. An impressive and very effective warning sign. Enameled in five colors. Sign only, as illustrated.....\$3.75 each

Style No. 3—Welcome-Safety sign, in 5 colors, size 20" wide by 30" high, complete as illustrated, with town name in full and state abbreviated at top, together with Post name and number, sign only.....\$5.00 each

NOTE: Above prices f. o. b. Indianapolis factory. No C. O. D. orders. Two-week delivery.



STYLE No. 2
Size—20" wide x 24" high

INITIATION LAMPS

● The best insurance of the success of your Post is the use of the initiation ceremony as set forth in the official Manual of Ceremonies. Its effect upon new members is far reaching and lasting.

The official initiation lamp, which is required, is available in two sizes and styles. Each consists of an opaque white glass globe, with glass base. It is furnished complete as illustrated, with ten feet of cord, with plug and socket.

This standard initiation lamp is lettered on one side only, with the name and number of your Post, as illustrated. If desired, the reverse side can be furnished with a reproduction of the Legion's Preamble to the Constitution. Initiation lamps are made by a special process, with both the lettering and emblem beautifully reproduced and fired into the glass in colors. *Lettering instructions should be printed or typed to avoid errors in spelling.*



| | |
|---|--------|
| PRICES 12-inch Pedolite, Plain..... | \$6.75 |
| 12-inch Pedolite with Legion Preamble, reverse side..... | 8.00 |
| 16-inch Pedestal, Plain..... | 10.50 |
| 16-inch Pedestal, with Legion Preamble, reverse side..... | 11.75 |

*Prices f. o. b. Monaca, Pa. Two-week delivery.
Remittance must accompany order. No C.O.D. shipments.*

OUTDOOR
SIGNS



● This rugged, enduring outdoor sign will advertise your Post to the community day and night, at a very small cost, as it requires only one light bulb. Each sign is furnished complete as illustrated, with special metal fixture, which is completely wired and equipped for hanging, with no extras to buy. The 17-inch interchangeable discs are both lettered with your Post name and number, as illustrated. Both the emblem and lettering are permanently fired into the glass in colors. The over-all dimension of the lamp, including the metal drum, is approximately 21 inches. *Lettering instructions should be printed or typed, to avoid errors in spelling.*

PRICE, \$18.50 complete
*Price f. o. b. Monaca, Pa. Two-week delivery.
Remittance must accompany order. No C.O.D. shipments.*
Larger and more elaborate signs made to special order.
Write for prices, etc.





Magnolia Wreath No. 932
17 inches in diameter



Oak Leaf Wreath No. 933
17 inches in diameter



Evergreen Wreath No. 930
15 inches in diameter

MEMORIAL WREATHS

Memorial wreaths are beautiful and lasting, providing the maximum beauty at a minimum of expense. Created expressly for Memorial Day use, yet equally appropriate for funerals, decoration of memorials, monuments, etc. In addition to decorating the grave of each deceased service man on Memorial Day, every American Legion Post should have a wreath on hand for emergency. A grave flag is included free of charge with each wreath.

PRICES

No. 932—Magnolia Wreath. This is an unusually beautiful floral piece made from the dignified magnolia leaf, trimmed with poppies, green sprays and colored flowers. The Legion emblem is beautifully reproduced in colors. Its unusual beauty makes it very appropriate for use as a funeral piece.

PRICE \$1.50 each

No. 933—Oak Leaf Wreath. A very unusual type of wreath moderately priced, which adequately meets the demand for a medium priced, yet effective floral tribute. The Legion emblem is beautifully reproduced in colors, and the wreath is trimmed with poppies and other artificial flowers, in colors. This wreath is supplied with a red, white and blue ribbon, bearing the word "Comrade" in gold letters.

PRICE \$1.25 each

No. 930—Evergreen Wreath. This is an inexpensive yet beautiful wreath made of brilliant evergreen, attractively decorated with colored flowers. Furnished complete with a reproduction of the American Legion insignia. This is the ideal wreath where price is an important consideration.

PRICE 85c each

The above prices f.o.b. Chicago. All poppies made by disabled veterans.

GRAVE MARKERS

The official grave marker of The American Legion is now available with two types of rods—the conventional 30" rod, and a shorter, jointed rod, which permits the marker to lie flush with the ground. The marker proper is unchanged, and is still available with cast-on lettering on the back, regardless of the type of rod selected.

The new type short rod Legion marker complies with the latest requirements of cemetery associations and has certain distinct advantages over the conventional 30" type of marker, which has heretofore been supplied exclusively. *See sketch at lower right.*

This new short jointed type of rod furnished with the Style B flush-with-the-ground grave marker is interchangeable with the standard marker rod previously furnished. Posts desirous of converting the old type of marker into this latest style can do so by merely purchasing a sufficient quantity of the short, jointed Style B rods.

NOTE: In ordering be sure to specify Style number to insure correct execution of your order.

PRICES *f. o. b. factory*

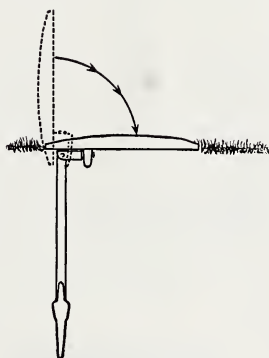
Style A markers, 30" unjointed rod, complete with anchor. \$1.15
 Style B markers, 12" jointed rod, complete with anchor. . . . 1.35
 Style B, 12" jointed rods only, complete with anchor.50

NOTE: Special quantity prices on short jointed rods, upon application.
 Two-week delivery. Remittance must accompany order. No C.O.D. shipments.

SPECIAL LETTERING

Name, rank and date of death can be cast on the reverse side in raised, polished letters for an additional flat charge of 60c per marker. The inscription, however, must not exceed four lines each containing twenty-one letters including the necessary spaces. Additional lines of inscription, 25c each.

Remittance must accompany order. No C. O. D. shipments.



GRAVE MARKER FLAGS

Heavy, printed cotton U. S. flags are widely used for graves decoration and in connection with the Legion's official grave marker. The most popular flag for this purpose is an 8" x 12" soft finish cotton flag, mounted on smooth, whitewood staffs with gilded spearheads, which is available at the prices listed below.

PRICES: Per Gross. . . . \$5.00 delivered Per Dozen. \$50 delivered

NOTE: Minimum order, 1 dozen flags.

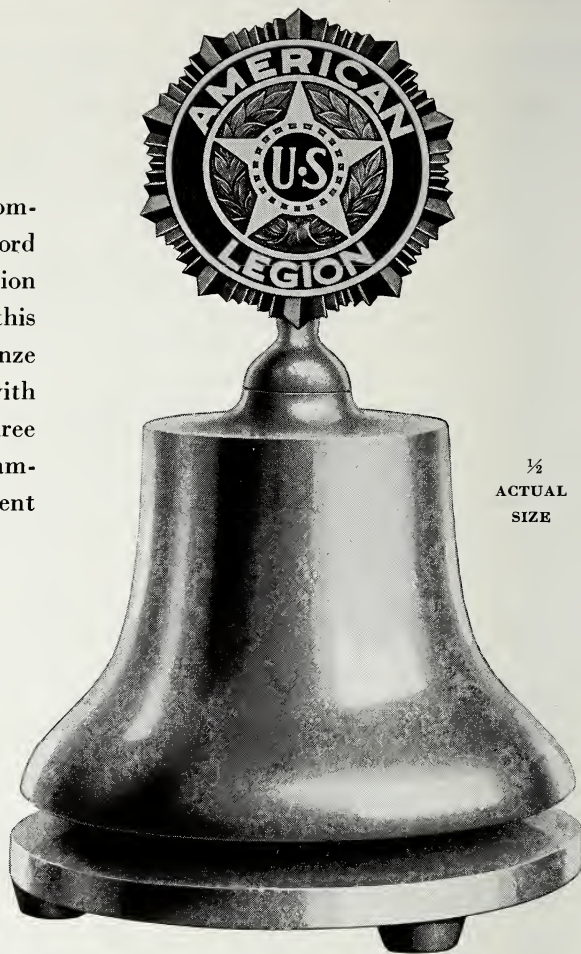




GAVEL BELLS

● Gavel bells, because they command instant attention, afford the ideal striking base for the Legion gavels illustrated at bottom of this page. This beautifully toned, bronze gavel bell is furnished complete with a double-faced Legion emblem, three inches in diameter, beautifully enameled in colors. Your Post equipment is not complete without one.

PRICE, \$6.50 complete



GAVELS

● This light, but sturdy, highly polished, genuine rosewood gavel will stand the stress of many a stormy session. Each is furnished complete with gold-plated band, bearing the official Legion insignia, beautifully enameled in colors. This standard gavel is an essential part of your Post equipment.



PRICE, \$2.75 each

NOTE: Engraving 5c extra per letter (not word) or numeral.



1940

Sons of the American Legion

CAPS

☆ This official Squadron cap is tailored from special French blue uniform cloth. Trimmed with red, white and blue piping. The embroidered insignia, which is applied on the left side of the cap, is in colors. **There is no special inscription or individual lettering on Squadron caps.**

Squadron caps are made in regulation head-sizes—6½, 6¾, 6⅞, etc.—it is necessary that each order be accompanied by a complete schedule of sizes.

PRICE, Cap, complete with emblem, as illustrated (any quantity).....90c each



HELMETS

☆ Here is the very latest thing in Squadron equipment—a light French blue enameled steel helmet, with a three-inch S A L emblem in full colors. Carefully finished inside and out, each helmet is equipped with a felt top lining, and a substantial white chin elastic. Just the thing for Squadron bands, drum and bugle corps, etc.

PRICES

Single sample helmets.....50c each, postpaid
Lots of 12 or more.....35c each, postpaid

MEMBERSHIP INSIGNIA

☆ The official Sons of the American Legion insignia is made in two types, buttons and pin-back brooches. The latter are specially recommended for the smaller boys.

In ordering, be sure to specify whether button or pin-back insignia are desired, and also the quality.



BUTTON



ACTUAL SIZE



PIN

PRICES—Gold-plated pin or button (any quantity), each.....\$0.25
10-K gold button..... 2.00
10-K gold pin..... 2.50



BELT and BUCKLE SETS

☆ This distinctive new SAL belt and buckle set is an outstanding value. The silver-plated buckle furnished complete as illustrated, with a separately applied gold-plated SAL insignia and your one initial.

The genuine cowhide leather belt can be furnished in black, brown, or white. In ordering, be sure to specify the initial desired on the buckle, and the belt size and color. One-week delivery.

Per set complete.....\$1.00



Medal

FIVE STAR AWARD

☆ Here is the official Five Star Award of the Sons of the American Legion. The basis of award and the complete Five Point program of Service, is set forth in detail in the official Squadron Handbook.

The five individual stars, which are to be worn on the official Squadron cap, as well as the official medal, are heavily gold-plated, and beautifully enameled in colors.

Moderately priced, the complete award is within the means of every Squadron.

Five Star Awards are not sold direct. These must be ordered direct from your American Legion Department Headquarters.

PRICES

Single stars (cap buttons).....25c each

Complete set five stars (cap buttons).....\$1.00

Medal, complete with presentation case......75



Cap Button No. 1



Cap Button No. 2



Cap Button No. 3



Cap Button No. 4



Cap Button No. 5

PAST OFFICERS' INSIGNIA

★ Either of these attractive SAL Past Officers' insignia will enable your Squadron to adequately express its appreciation to its retiring officers for service rendered. Although only Past Captain insignia is shown, both the badge and the popular button (pin if desired) are available for the following Past Squadron Officers:

- | | |
|------------------------|-----------------------|
| Past Captain | Past Finance Officer |
| Past First Lieutenant | Past Sergeant-at-Arms |
| Past Second Lieutenant | Past Historian |
| Past Adjutant | Past Chaplain |

PRICES

Button or Pin — A most appropriate presentation, designed after the Legion's Past Officer's button. Available in two qualities at a price range within the reach of every Squadron.

| | Button type | Pin type |
|-----------------------|-------------|----------|
| Gold-Filled | \$1.00 | \$1.25 |
| 10-K Gold | 3.75 | 4.25 |

Badge — This attractive Past Officer's badge, made in satin finish bronze, will be the choice of many Squadrons. Moderately priced, it is particularly recommended where only limited appropriations are available, **60c** each.

OFFICERS' BADGES & YEAR BARS

★ A complete line of Squadron Officers' ceremonial badges is now available. Beautifully finished in satin bronze, these new officers' badges will add materially to the impressiveness of your Squadron activities. Available for the following offices:

- | | |
|-------------------|------------------|
| Captain | Finance Officer |
| First Lieutenant | Sergeant-at-Arms |
| Second Lieutenant | Chaplain |
| Adjutant | Historian |



PRICES: Badges.....**60c** each
Year Bars.....**35c** each



BUTTON and PIN



BADGE





SHIRTS

☆ Made of the finest material, these smart, durable and perfectly styled SAL shirts are available in one color—light French blue (guaranteed fast color) only . . . A two-inch emblem, beautifully embroidered in colors, is appliqued to the left sleeve. Made in a complete range of sizes. The junior ages are 6 to 14 inclusive, and the boys' shirts in sizes from 12 neck to 14½ neck, inclusive.

PRICE

Style SL-2b—Light blue broadcloth (guaranteed fast color) complete with emblem as illustrated (without tie) \$1.25 each

Be sure to specify size when ordering.



TIES High-grade silk ties, with the Sons of the American Legion emblem beautifully embroidered in colors, are available in two colors—French blue and gold.

Price—Style SB tie (blue or gold), complete with 2" emblem, **60c each**

SWEAT SHIRTS



☆ These attractive and specially designed Sons of the American Legion sweat shirts are exceptional values. Just the thing for personal use and in addition, these warm, durable sweat shirts are ideal equipment for Squadron Drum and Bugle Corps, athletic teams, etc. Special reduced prices in quantities. Quotations on application.

LSS/P—Sweat shirt—cotton, fleece-lined. Available in two colors—white and French blue. The Sons of the American Legion emblem is beautifully reproduced in a contrasting color by a special process which withstands repeated washing. Made in all standard sizes, from 26 to 36 inclusive. In ordering, be sure to give chest measurement.

Price—Single shirts 90c each
Per dozen \$10.00

One-week delivery

DETACHMENT AND SQUADRON CAP INSIGNIA



PRICES

| | |
|---|-----|
| Detachment Commander insignia | 75c |
| Detachment Committee insignia | 75c |
| Squadron Chairman insignia | 75c |
| Squadron Committee insignia | 75c |

☆ These good looking SAL cap insignia have been created expressly as official recognition of those Legionnaires who have so unselfishly devoted themselves to the SAL. Made in two types, Detachment (State) and Squadron (local). Both are beautifully done in a combination of genuine bullion and silk on a background of French blue uniform cloth.

The Detachment insignia is made for Detachment Commander and for Detachment Committee.

The Squadron insignia is made for Squadron Chairman and Squadron Committee.

Note: This is the only authorized SAL insignia for wear by Legionnaires.

ARM BANDS

☆ On certain occasions, nothing quite takes the place of arm bands. Here is a high-grade French blue felt arm band, with the SAL emblem reproduced in oil colors. Each is equipped with a convenient elastic fastener. Particularly recommended for parades and public turn-outs where a uniform appearance is desired at a minimum of expense.

PRICE.....25c each.....\$2.50 per dozen



RINGS

☆ These two specially designed sterling (solid) silver rings have a 10-K gold SAL emblem, beautifully enameled in colors. Either one of these beautiful SAL rings makes an ideal prize, gift, or award.



STYLE 1

Style No. 1—A plain, Gypsy-type mounting, which sets off to striking advantage, the 10-K natural gold SAL emblem, which is in colors. An unusual ring, which is a real value. Price.....\$2.50



STYLE 2

Style No. 2—A military-type ring, carrying a combination torching design on each shank. The SAL insignia is 10-K natural gold, and is beautifully enameled in light French blue. An especially attractive ring, which is particularly recommended. Price.....\$2.75

Special Note: It is important that on orders for SAL rings, the correct size be specified. To determine your correct ring size, use the special gauge which will be found on the inside back cover of this catalogue.



UNIFORM BUTTONS



Coat Size



Sleeve Size

| PRICES | Grade A | Grade B |
|----------------------|-----------------|-----------------|
| Coat size. | \$1.35 per doz. | \$0.85 per doz. |
| Sleeve size. | 1.15 per doz. | .70 per doz. |

Note: 10 percent discount in lots of 12 or more.

☆ Uniform buttons (not membership buttons), specially designed for use on special Squadron uniforms, are made in two sizes, and two qualities. Illustrations at left show both buttons in actual sizes. Grade A buttons are heavily gold-plated and furnished with hard (glass) enamel. Grade B buttons have a lighter gold-plating, and are furnished with soft (paint) enamel. Uniform buttons cannot be worn as membership insignia. **See page 58 for official membership buttons and pins.**

EMBROIDERED EMBLEMS

☆ Embroidered emblems, accurately reproducing the Sons of the American Legion emblem in full colors, are available in two sizes.

The small size emblem is 2" high by 1½" wide, on an individual oval background of French blue uniform cloth.

The large size emblem is 4" high by 3" wide, and likewise is on French blue uniform cloth background.

PRICES

| | |
|----------------------|----------|
| 2" insignia. | 15c each |
| 4" insignia. | 35c each |

Note: 10 percent discount in lots of 12 or more.



PRINTING CUTS



½ INCH



1 INCH

☆ For the convenience of local Squadrons in printing stationery, notices, etc., two sizes of one-color printing cuts or electrotypes have been provided, one-half-inch and one-inch. Larger sizes, including two-color cuts, priced upon application.

PRICE 30c each

EMBLEM TRANSFERS

☆ Sons of the American Legion decalcomania (transfers) are now available in three sizes. Each one beautifully reproduces the official Sons of the American Legion emblem in full colors. Minimum order 25c.

PRICES: 1¼ inch. 2½c each 3 inch. 5c each 6 inch. 10c each

MINIATURE
SQUADRON COLORS

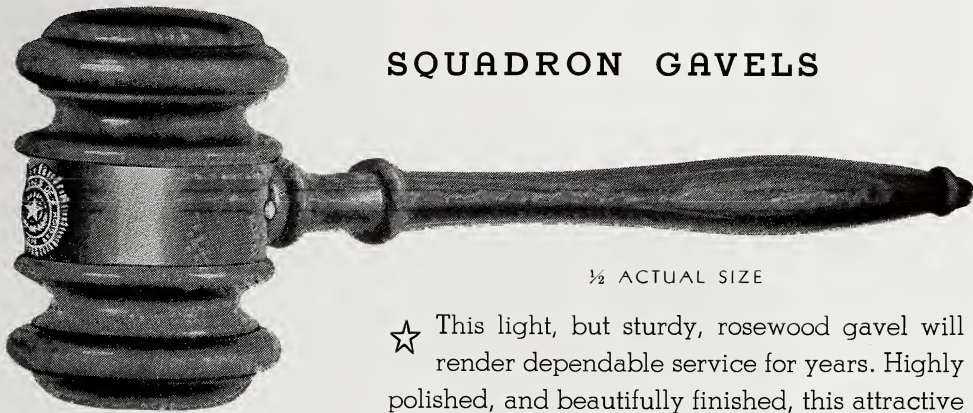
☆ Sons of the American Legion Squadron colors in miniature form, are now available. Each set consists of an 8 x 12-inch printed silk U. S. and Squadron flag (unlettered), fringed on three sides and mounted on eighteen-inch ebonized staffs with gilded spearheads. A specially designed holder is included.

These miniature Squadron colors make ideal prizes, presentations, etc.

PRICES

| | |
|---------------------------------|----------------|
| Complete stand colors | \$1.25 per set |
| U. S. flag only | .40 each |
| Squadron flag only | .80 each |
| Holder only | .25 each |

Note: Special prices on quantities of fifty or more sets.



Note: Engraving 5c extra per letter (not word) or numeral.

SQUADRON GAVELS

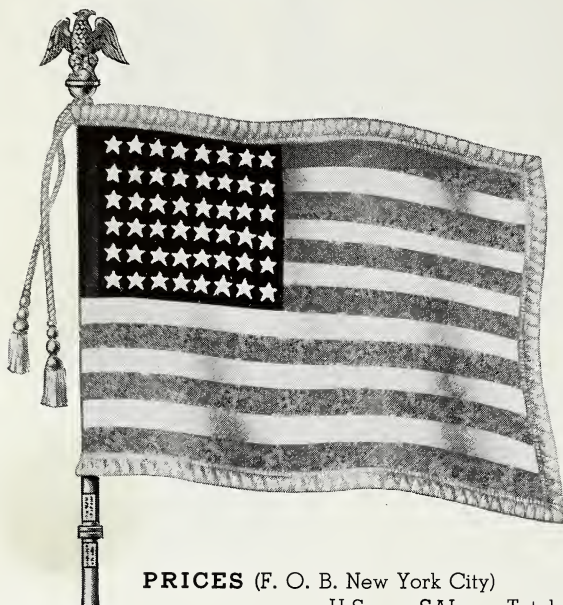
½ ACTUAL SIZE

☆ This light, but sturdy, rosewood gavel will render dependable service for years. Highly polished, and beautifully finished, this attractive gavel is ideal for the use of Squadrons. Each is furnished complete with a gold-plated band, bearing an official Sons of the American Legion insignia, beautifully enameled in colors.

PRICE—Genuine rosewood gavel, complete with gold-plated band and emblem \$2.75



SQUADRON COLORS



PRICES (F. O. B. New York City)

| | U.S. Flag | SAL Banner | Total Cost |
|---------------------|---------------|---------------|---------------|
| Silk, Grade 1 . . . | \$25.00 | \$75.00 | \$98.00 |
| Silk, Grade 2 . . . | Not furnished | | |
| Wool, Grade A . . | 15.00 | 35.00 | 48.00 |
| Wool, Grade B . . | 15.00 | 27.50 | 41.00 |



Note: Two weeks required for delivery.
Remittance must accompany order. No
C.O.D. shipments.

☆ Squadron colors are now available in two styles, single and double thickness material, at prices within the reach of every Squadron. Both types are made to the same rigid specifications, and are identical in every respect, with the exception that the Grade A flag is double thickness material, with the emblem and lettering reading correctly on both sides, while the Grade B is single thickness, with the emblem and lettering on both sides, but with the inscription reading reversely on the back side. The double emblem, however, reads correctly on both sides. The equipment, workmanship and general appearance of both flags are identical. All Squadron banners and U. S. flags are made of U. S. Government quality wool bunting, or banner silk.

SPECIFICATIONS

Size—All Squadron flags are 3 x 5 feet in size. **Color**—French blue.

Description—U. S. flags are made with sewed stars and sewed stripes. Grade A Squadron banners are made of double thickness material, with both the emblem and lettering reading correctly on both sides. Grade B banners are identical in every respect, excepting that they are single thickness material, with the emblem and lettering on both sides, but with the inscription reading reversely on the back side. The double emblem, however, is reproduced correctly on both sides.

Mounting—All flags and banners are trimmed on three sides with two-inch red, white and blue fringe, and the equipment includes a pair of red, white and blue silk cords and tassels. The eight-foot polished oak pole is equipped with brass screw joint and surmounted with a special brass eagle.

Equipment—Each flag is equipped with a genuine leather carrying belt and a heavy oilcloth rain cover, which is interlined with heavy canvas.

SUGGESTIONS for Ordering

☆ To facilitate prompt and efficient service, we recommend that you use the standard order blank enclosed with this catalogue. Before mailing your order, make sure that complete information has been given, such as the stock number of the item or items selected—the quality—size—price, etc. If any engraving is involved, the inscriptions should be submitted in typed or printed form, to avoid errors in spelling.

★ Special caution is urged in ordering Post banners, initiation lamps, seal presses, and other special-made merchandise, which once completed, cannot be changed or corrected.

★ This entire line of official American Legion regalia is specially priced for direct sale to individual Legionnaires, Posts and Departments. Each purchaser, regardless of the amount ordered, shares directly in the quantity purchasing power of National Headquarters, and in addition, further benefits from the exceptionally fair prices which are charged in each instance. Accordingly, the prices quoted throughout the catalogue are net, and are not subject to any discount for quantities, excepting where specially noted.

Special Orders

Despite the wide range of merchandise featured in this latest Legion catalogue, special orders are frequently necessary. To facilitate handling of these special orders, we maintain a special order department which enables us to provide virtually any special merchandise at the same exceptionally fair prices which prevail on standard catalogue items. Your special inquiries are invited.

RING SIZE GAUGE

Ring Size Card. Insert finger on which ring is to be worn in the holes below. Be sure you have a snug fit, even to the point of forcing the card over the knuckle. Each hole is marked to indicate an exact finger size. We can furnish half-sizes. As an example, if a size 7 is too small and an 8 too large, order a size 7½.

CAUTION: Try several sizes for an accurate fit.



Size No. 4



Size No. 5



Size No. 6



Size No. 12



Size No. 11



Size No. 10



Size No. 9



Size No. 8



Size No. 7

